

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 28, 1980

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	31.5	24,510	1	NBC FRIDAY MOVIE OF-WEEK(S)	23.1	48,260
2	NBC MOVIE OF THE WEEK	29.5	22,950	2	GUINNESS BK-WORLD RECORDS(S)	19.5	40,670
3	NBC THURSDAY NIGHT MOVIES	27.2	21,160	3	NBC MOVIE OF THE WEEK	19.3	40,390
4	NBC MONDAY NIGHT MOVIES	25.9	20,150	4	NBC THURSDAY NIGHT MOVIES	18.2	37,900
5	NBC TUESDAY NIGHT MOVIE	24.7	19,220	5	NBC MONDAY NIGHT MOVIES	17.6	36,740
6	60 MINUTES	23.6	18,360	6	LITTLE HOUSE-PRAIRIE#	17.1	35,600
7	REAL PEOPLE	23.1	17,970	7	NBC TUESDAY NIGHT MOVIE	16.6	34,550
8	ABC SUNDAY NIGHT MOVIE	22.3	17,350	8	REAL PEOPLE	16.4	34,200
9	GUINNESS BK-WORLD RECORDS(S)	22.1	17,190	9	DUKES OF HAZZARD	15.8	32,910
10	LITTLE HOUSE-PRAIRIE#	21.9	17,040	10	ABC SUNDAY NIGHT MOVIE	15.4	32,200
11	QUINCY, M.E.(S)	21.4	16,650	11	60 MINUTES	15.3	31,860
12	DUKES OF HAZZARD	20.3	15,790	12	LOVE BOAT	14.6	30,400
13	JEFFERSONS	19.9	15,480	13	CHIPS	14.5	30,290
14	MAGIC-DAVID COPPERFIELD(S)	19.6	15,250	14	JEFFERSONS	14.1	29,470
15	LOVE BOAT	19.5	15,170	15	ALL STAR FAMILY FEUD(S)	13.4	28,060
16	DALLAS	19.3	15,020	16	QUINCY, M.E.(S)	13.3	27,780
17	LYNDA CARTER ENCORE(S)	19.3	15,020	17	EIGHT IS ENOUGH#	13.1	27,300
18	ALICE	18.2	14,160	18	BIG EVENT	13.0	27,200
19	LOU GRANT#	18.1	14,080	19	DALLAS	12.9	26,940
19	NFL MONDAY NIGHT FOOTBALL	18.1	14,080				

WOMEN (18+)				MEN (18+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	26.2	21,370	1	NBC FRIDAY MOVIE OF-WEEK(S)	26.2	19,210
2	NBC MOVIE OF THE WEEK	24.2	19,730	2	NBC MOVIE OF THE WEEK	20.6	15,110
3	NBC THURSDAY NIGHT MOVIES	22.0	17,960	3	NBC THURSDAY NIGHT MOVIES	20.4	14,940
4	NBC MONDAY NIGHT MOVIES	20.8	16,990	4	NBC MONDAY NIGHT MOVIES	19.3	14,160
5	LITTLE HOUSE-PRAIRIE#	20.8	16,930	5	GUINNESS BK-WORLD RECORDS(S)	19.1	14,010
6	NBC TUESDAY NIGHT MOVIE	19.2	15,660	6	60 MINUTES	17.8	13,090
7	60 MINUTES	19.1	15,580	7	NFL MONDAY NIGHT FOOTBALL	17.6	12,940
8	ABC SUNDAY NIGHT MOVIE	18.9	15,390	8	NBC TUESDAY NIGHT MOVIE	17.4	12,730
9	JEFFERSONS	18.4	15,000	9	REAL PEOPLE	16.0	11,750
10	GUINNESS BK-WORLD RECORDS(S)	17.5	14,250	10	ABC SUNDAY NIGHT MOVIE	15.8	11,610
11	REAL PEOPLE	17.0	13,850	11	QUINCY, M.E.(S)	15.6	11,480
12	DALLAS	16.9	13,740	12	NFL FOOTBALL GAME 2-NBC#	14.9	10,900
13	QUINCY, M.E.(S)	16.6	13,550	13	BIG EVENT	14.7	10,810
14	ALICE	16.3	13,330	14	CBS NFL FOOTBALL GAME 1	14.5	10,660
15	LOVE BOAT	15.8	12,860	15	RUMOR OF WAR-PT. 2(S)	13.8	10,160
16	LYNDA CARTER ENCORE(S)	15.2	12,420	16	THAT'S INCREDIBLE	13.7	10,080
17	REAGAN/BUSH POLITICAL-WED(S)	15.0	12,250	17	GAMES PEOPLE PLAY	13.2	9,710
18	DUKES OF HAZZARD	14.8	12,100	18	CBS NFL FOOTBALL POST#	13.1	9,580
19	LOU GRANT#	14.7	11,950	19	NFL FOOTBALL GAME 1-NBC	12.7	9,350
20	TRAPPER JOHN, M.D.#	14.5	11,800				

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 28, 1980

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	28.2	14,340
2	NBC MOVIE OF THE WEEK	26.2	13,310
3	NBC THURSDAY NIGHT MOVIES	22.7	11,520
4	ABC SUNDAY NIGHT MOVIE	21.1	10,750
5	GUINNESS BK-WORLD RECORDS(S)	20.5	10,400
6	NBC MONDAY NIGHT MOVIES	19.7	10,010
7	NBC TUESDAY NIGHT MOVIE	18.0	9,170
8	LITTLE HOUSE-PRAIRIE#	17.5	8,880
9	DALLAS	17.0	8,660
10	LOU GRANT#	16.9	8,600
11	JEFFERSONS	16.7	8,500
12	LYNDA CARTER ENCORE(S)	16.6	8,460
13	QUINCY, M.E.(S)	16.5	8,390
14	REAL PEOPLE	16.2	8,220
15	REAGAN/BUSH POLITICAL-WED(S)	15.7	7,970
16	M*A*S*H	15.3	7,790
17	LOVE BOAT	15.2	7,730
18	EIGHT IS ENOUGH#	15.1	7,690
19	BIG EVENT	14.9	7,600
20	HART TO HART#	14.9	7,580

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.0	6,710
2	LITTLE HOUSE-PRAIRIE#	26.3	6,520
3	JEFFERSONS	22.8	5,660
4	ALICE	21.6	5,350
5	NBC MONDAY NIGHT MOVIES	21.5	5,340
6	NBC FRIDAY MOVIE OF-WEEK(S)	20.4	5,070
7	NBC THURSDAY NIGHT MOVIES	20.4	5,050
8	MAGIC-DAVID COPPERFIELD(S)	19.9	4,930
9	NBC TUESDAY NIGHT MOVIE	19.3	4,780
10	ARCHIE BUNKER'S PLACE	19.1	4,730
10	PRE-DEBATE-CBS(S)	19.1	4,730
12	NBC MOVIE OF THE WEEK	18.7	4,640
13	ONE DAY AT A TIME#	17.9	4,440
14	REAL PEOPLE	17.5	4,340
15	DALLAS	17.3	4,280
15	LOVE BOAT	17.3	4,280
17	CBS EVENING NEWS-CRONKITE	16.5	4,090
17	DUKES OF HAZZARD	16.5	4,090

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC FRIDAY MOVIE OF-WEEK(S)	26.8	13,020
2	GUINNESS BK-WORLD RECORDS(S)	21.9	10,660
3	NBC MOVIE OF THE WEEK	21.7	10,560
4	NBC THURSDAY NIGHT MOVIES	20.3	9,890
5	NBC MONDAY NIGHT MOVIES	19.9	9,670
6	NFL MONDAY NIGHT FOOTBALL	16.9	8,230
7	NBC TUESDAY NIGHT MOVIE	16.8	8,160
8	ABC SUNDAY NIGHT MOVIE	16.3	7,920
9	NFL FOOTBALL GAME 2-NBC#	15.7	7,640
10	REAL PEOPLE	15.6	7,570
11	BIG EVENT	14.7	7,130
12	QUINCY, M.E.(S)	14.6	7,090
13	RUMOR OF WAR-PT. 2(S)	14.3	6,960
14	60 MINUTES	13.8	6,690
15	CBS NFL FOOTBALL GAME 1	13.6	6,600
16	THAT'S INCREDIBLE	12.8	6,220
17	CBS NFL FOOTBALL POST#	12.6	6,110
18	NFL FOOTBALL GAME 1-NBC	12.3	5,970
19	ED CLARK-PRES.-SUN.(S)	12.2	5,920
20	LYNDA CARTER ENCORE(S)	11.9	5,800
20	NFL FOOTBALL POST 2-NBC#	11.9	5,800

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	27.5	5,310
2	NBC FRIDAY MOVIE OF-WEEK(S)	24.4	4,710
3	NBC THURSDAY NIGHT MOVIES	21.3	4,120
4	DUKES OF HAZZARD	20.3	3,920
5	NFL MONDAY NIGHT FOOTBALL	19.5	3,760
6	NBC MONDAY NIGHT MOVIES	19.3	3,730
7	JEFFERSONS	19.2	3,720
8	QUINCY, M.E.(S)	19.0	3,670
9	ALICE	18.9	3,650
10	ONE DAY AT A TIME#	18.8	3,630
11	NBC MOVIE OF THE WEEK	18.6	3,590
12	NBC TUESDAY NIGHT MOVIE	18.1	3,500
13	GAMES PEOPLE PLAY	18.0	3,480
14	REAL PEOPLE	17.9	3,460
15	MAGIC-DAVID COPPERFIELD(S)	17.3	3,350
16	ARCHIE BUNKER'S PLACE	17.1	3,310
17	DALLAS	16.9	3,270
18	CBS NFL FOOTBALL GAME 1	16.3	3,160

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+							
•EVENING																																	
ABC FRIDAY NIGHT MOVIE 36 183 194 A 10.1 18 786 1952 704 257 794 287 476 425 343 244 742 271 441 412 375 209 208 79^ 208 144^																																	
1 FRI. 9.00P 120 ABC FF 98 98 B 14.1 25 1097																																	
2 FRI. 9.00P 114																																	
9.00 - 9.30 A 10.2 18 794 1775 638 207 775 282 410 357 300 287 666 232 367 356 334 221 129^ 47^ 205 113^																																	
9.30 - 10.00 A 9.7 16 755 1801 665 229 776 301 463 405 317 234 674 236 389 369 337 204 166 60^ 185 127^																																	
10.00 - 10.30 A 10.4 18 809 2094 729 292 788 275 492 446 360 227 825 324 519 475 413 191 264 105^ 217 159																																	
10.30 - 11.00 A 10.2 18 794 2145 787 307 836 281 542 489 405 232 815 301 498 448 422 223 271 106^ 223 180																																	
ABC MOVIE SPECIAL(S) 201 A 13.3 23 1035 1844 582 211^ 611 258 397 380 268 133^ 498 197^ 309 297 238 120^ 334 133^ 401 283																																	
2 THU. 8.00P 120 ABC FF 99																																	
8.00 - 8.30 A 11.7 21 910 1754 497 196^ 544 205^ 305 337 237^ 137^ 430 167^ 277 275 207^ 97^ 330 169^ 450 327																																	
8.30 - 9.00 A 12.5 21 973 1775 466 183^ 493 202^ 307 310 213^ 105^ 460 190^ 311 307 229^ 80^ 384 173^ 438 321																																	
9.00 - 9.30 A 14.5 24 1128 1910 613 228 630 262 420 386 288 135^ 523 195^ 311 310 258 137^ 335 113^ 422 292																																	
9.30 - 10.00 A 14.7 25 1144 1872 705 223 734 341 513 460 307 150^ 542 230 327 288 236 146^ 289 90^ 307 204^																																	
ABC NEWS CLOSEUP(S) 206 A 15.0 26 1167 1584 697 243 743 396 509 394 249 168^ 638 310 447 346 262 157^ 124^ 73^ 79^ 25^																																	
2 TUE. 10.00P 60 ABC DN 99																																	
10.00 - 10.30 A 15.4 26 1198 1623 694 260 733 380 490 401 259 170^ 653 328 466 367 263 145^ 142^ 85^ 95^ 22^																																	
10.30 - 11.00 A 14.5 26 1128 1543 702 222 753 416 527 392 235 164^ 627 293 429 328 261 168^ 102^ 61^ 61^ 26^																																	
ABC NEWSBRIEF-M-F 251 190 192 A 13.9 22 1081 1787 736 276 799 320 470 406 320 261 579 241 350 293 225 197 190 95 219 146																																	
1 M & F 8.58P 1 ABC N 98 98 B 16.8 28 1307																																	
1 TU-TH 9.58P 1																																	
2 MON. 8.53P 2																																	
2 TUE. 9.58P 1																																	
2 W & TH 9.57P 2																																	
2 FRI. 8.58P 1																																	
ABC NEWSBRIEF-SAT. 50 193 193 A 17.9 33 1393 2018 749 314 856 382 527 403 302 271 555 248 353 276 204 174 319 186 288 209																																	
1 SAT. 9.57P 2 ABC N 98 98 B 18.6 33 1447																																	
2 SAT. 9.58P 1																																	
ABC NEWSBRIEF-SUN. 51 192 192 A 19.6 32 1525 2261 778 312 852 373 588 495 389 201 760 348 570 472 326 145 263 134 386 284																																	
1 SUN. 8.57P 2 ABC N 98 98 B 16.2 26 1260																																	
2 SUN. 7.58P 1																																	
ABC SUNDAY NIGHT MOVIE 44 196 199 A 22.3 36 1735 1856 797 377 887 378 620 486 409 221 670 289 456 402 314 162 179 86 120 90																																	
1 SUN. 9.00P 147 ABC FF 99 99 B 19.1 31 1486																																	
2 SUN. 8.00P 180																																	
8.00 - 8.30 A 22.4 36 1743 1892 844 415 881 276 535 498 441 289 626 234 374 340 316 186 134^ 69^ 251 172																																	
8.30 - 9.00 A 23.5 36 1828 1856 873 423 906 307 553 499 434 293 595 208 343 319 311 183 136 67^ 219 139																																	
9.00 - 9.30 A 21.3 32 1657 1962 808 387 888 374 612 491 420 225 679 271 449 418 337 165 221 103 174 137																																	
9.30 - 10.00 A 21.5 32 1673 1856 790 365 878 386 616 476 407 211 685 293 456 408 317 171 188 93 105 85																																	
10.00 - 10.30 A 23.6 38 1836 1832 792 366 909 405 660 496 411 207 665 298 463 405 302 156 182 88 76 60^																																	
10.30 - 11.00 A 22.9 39 1782 1793 775 357 898 410 656 493 400 199 667 294 482 414 318 149 171 78 57^ 48^																																	
11.00 - 11.30 A 21.0 41 1634 1778 697 359 800 425 627 434 334 130^ 766 434 622 495 288 120^ 196 88^ 16^ 16^																																	
ABC WORLD NEWS TONIGHT 240 197 199 A 11.1 23 864 1471 678 214 727 171 312 289 338 358 561 149 250 269 264 249 81 46^ 102 64^																																	
M-F 6.30P 30 ABC N 99 99 B 12.2 24 949																																	
ABC WRLD NEWS TONIGHT-SUN 41 152 A 7.0 15 545 1870 777 282^ 821 251^ 397^ 357^ 282^ 338^ 639 138^ 226^ 247^ 290^ 304^ 195^ 75^ 215^ 110^																																	
2 SUN. 6.30P 30 ABC N 85 B 8.6 18 669																																	
ALICE 44 191 189 A 18.2 28 1416 1886 826 326 941 305 513 432 406 377 569 155 279 268 262 256 195 114 181 137																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																											
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
												TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)												
												TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11														
EVENING CONT'D																																							
CATASTROPHE(S)																																							
1 THU. 9.00P 60 ABC DO 196 99																		A 12.9 20 1004 1559 765 205^										809 387 516 411 261 253					540 234^ 335 281 223^184^					119^ 38v 91^ 59v	
9.00 - 9.30																		A 13.0 20 1011 1548 714 207^										778 381 490 392 236 247					531 229^ 319 260 218^197^					128^ 41v 111^ 63v	
9.30 - 10.00																		A 12.8 20 996 1559 815 199^										836 393 540 429 284 256					547 240 352 299 226^172^					108^ 33v 68^ 51v	
CBS EVENING NEWS-CRONKITE 10 196 196																		A 12.6 26 980 1540 697 212										759 137 267 294 342 417					610 128 276 280 316 288					102 48^ 69 49^	
M-F 6.30P 30 CBS N 99 99																		B 12.6 26 980 1540 697 212										759 137 267 294 342 417					610 128 276 280 316 288					102 48 69 49	
CBS EVENING NEWS-DEAN 31 157																		A 8.8 18 685 1825 723 319^										860 241^ 336^350 270^415					749 251^ 389 408 295^289^					89^ 37v 127^ 104^	
2 SUN. 6.30P 30 CBS N 89																		B 8.8 19 685																					
CBS SAT. NEWS-SCHIEFFER 46 143 148																		A 8.1 20 630 1460 630 190^										673 92^ 202 248 311 394					608 109^ 261 289 330 292					90^ 63^ 89^ 80^	
SAT. 6.30P 30 CBS N 84 85																		B 9.7 22 755																					
CBS SATURDAY NIGHT MOVIE 12 188																		A 10.5 20 817 1807 656 232^										739 233^ 419 383 356 269^					721 304 470 405 325 211^					179^ 62v 168^ 131^	
2 SAT. 8.30P 180 CBS FF 98																		B 11.7 24 910																					
8.30 - 9.00																		A 9.7 18 755 1918 675 274^										744 243^ 402 374 347 294^					755 261^ 481 477 375 236^					141^ 43v 278^ 201^	
9.00 - 9.30																		A 9.0 16 700 1823 648 204^										728 226^ 396 363 330^297^					780 294^ 467 472 364 257^					100^ 11v 215^ 145^	
9.30 - 10.00																		A 9.0 16 700 1791 662 199^										751 256^ 428 390 337^278^					739 288^ 458 436 339 232^					131^ 29v 170^ 141^	
10.00 - 10.30																		A 10.4 20 809 1766 637 204^										727 242^ 415 362 342 261^					718 344 461 350 283^204^					171^ 66v 150^ 118^	
10.30 - 11.00																		A 11.5 23 895 1817 672 237^										754 246^ 440 395 368 250^					691 344 466 356 272 180^					229^111^ 143^ 118^	
11.00 - 11.30																		A 13.5 29 1050 1715 632 261										711 200^ 415 393 374 243					658 276 471 369 329 171^					252 85^ 94^ 90^	
CBS WEDNESDAY NIGHT MOVIE 21 185																		A 10.4 16 809 1567 747 312										827 324 479 392 359 300					434 132^ 188^201^ 200^208^					159^129^ 147^ 114^	
1 WED. 9.00P 120 CBS FF 99																		B 15.8 26 1229 1663 697 348										800 319 447 353 323 316					444 138^ 184^211^ 201^212^					197^132^ 222^ 166^	
9.00 - 9.30																		A 10.1 15 786 1595 751 350										861 342 497 391 364 322					403 112^ 158^183^ 189^201^					170^127^ 161^ 124^	
9.30 - 10.00																		A 10.4 16 809 1595 751 350										861 342 497 391 364 322					403 112^ 158^183^ 189^201^					170^127^ 161^ 124^	
10.00 - 10.30																		A 10.7 17 832 1494 755 284										820 329 490 395 364 282^					425 131^ 192^192^ 188^203^					137^126^ 112^ 88^	
10.30 - 11.00																		A 10.7 17 832 1465 759 262^										801 299 467 407 371 275^					453 143^ 208^213^ 216^212^					122^122^ 89^ 80^	
CHARLIE'S ANGELS 42 195																		A 13.6 21 1058 1857 635 292										703 280 399 299 234 273					746 375 484 344 254 215^					243 207^ 165^ 126^	
1 WED. 9.00P 60 ABC PD 99																		B 19.7 32 1533																					
9.00 - 9.30																		A 13.6 21 1058 1872 620 275										689 279 393 299 227 260					734 364 466 335 252 213^					264 236 185^ 146^	
9.30 - 10.00																		A 13.6 20 1058 1834 651 308										717 280 403 298 244 284					759 387 503 350 257 220^					215^175^ 143^ 106^	
CHINATOWN(S) 191																		A 11.0 21 856 1590 688 236^										735 242^ 374 353 365 304					613 178^ 318 334 339 233^					83^ 18v 159^ 117^	
1 SAT. 8.30P 150 CBS FF 99																																							
8.30 - 9.00																		A 9.5 19 739 1759 744 267^										779 232^ 392 397 394 331					603 181^ 306^320 316^250^					89^ 29v 288^ 211^	
9.00 - 9.30																		A 10.6 20 825 1638 699 232^										734 241^ 377 359 373 306					631 179^ 321 360 354 236^					82^ 15v 191^ 122^	
9.30 - 10.00																		A 11.2 21 871 1567 700 234^										740 217^ 350 335 388 326					608 159^ 302 323 351 229^					93^ 19v 126^ 100^	
10.00 - 10.30																		A 11.9 22 926 1499 656 214^										703 241^ 355 335 342 289					613 198^ 331 323 324 229^					62v 11v 121^ 103^	
10.30 - 11.00																		A 11.8 23 918 1526 655 237^										725 270 392 347 345 277					617 174^ 329 339 351 227^					93^ 19v 91^ 68^	
CHIPS(B) 187																		A 10.5 20 817 1849 562 152^										642 183^ 318 346 322 259^					575 144^ 314 307 281^213^					167^102^ 465 310	
1 SUN. 7.00P 18 NBC OP 82																																							
CHIPS 2 207 212																		A 17.6 29 1369 2213 661 290										739 290 474 434 332 201					613 217 403 362 306 177					279 151 582 393	
1 SUN. 7.18P 42 NBC OP 99 99																		B 17.6 29 1369 2213 661 290										739 290 474 434 332 201					613 217 403 362 306 177					279 151 582 393	
2 SUN. 8.00P 60																																							
7.30 - 8.00																		A 15.5 28 1206 1920 590 283										670 223 388 388 322 234					609 190^ 351 295 292 210					252 152^ 389 247	
8.00 - 8.30																		A 18.2 29 1416 2471 712 313										785 326 523 472 348 183					615 237 450 422 314 146^					335 169 736 499	
8.30 - 9.00																		A 20.3 31 1579 2302 685 291										766 334 522 452 327 174					612 235 419 380 306 165					275 141^ 649 451	
DALLAS 45 192 205																		A 19.3 34 1502 1794 818 225										915 382 576 439 384 286					542 179 298 259 251 219					162 69^ 175 132	
CONT'D																																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

[illegible]

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
														TOTAL	18-34	WOMEN 18-25-54			35-64			55+			TOTAL	18-34	MEN 18-25-54			35-64			55+			TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																					
FOUL PLAY(S)																																					
1	MON.	8.00P	150	CBS	FF	187			A 17.5	26	1362	1855	776	308	832	304	513	427	367	250	464	182	254	215	185	149	376	218	183	127							
8.00 - 8.30																																					
8.30 - 9.00																																					
9.00 - 9.30																																					
9.30 - 10.00																																					
10.00 - 10.30																																					
GAMES PEOPLE PLAY																																					
THU.	8.00P	60	NBC	GV	2	204	200		A 18.0	31	1400	1869	682	285	763	228	415	370	383	288	693	232	409	361	304	248	144	62	269	160							
8.00 - 8.30																																					
8.30 - 9.00																																					
GUINNESS BK-WORLD RECORDS(S)																																					
1	SUN.	8.00P	60	ABC	SC	198			A 22.1	36	1719	2366	738	280	831	400	606	504	374	151	814	378	620	507	346	135	289	142	432	314							
8.00 - 8.30																																					
8.30 - 9.00																																					
HAPPY DAYS																																					
TUE.	8.00P	30	ABC	CS	46	200	206		A 16.2	27	1260	1891	652	273	765	359	506	399	270	215	482	253	361	297	176	91	257	156	387	279							
10.00 - 10.30																																					
HART TO HART																																					
1	TUE.	10.00P	55	ABC	PD	197			A 13.0	22	1011	1905	982	329	1082	529	748	576	364	223	550	264	348	303	193	139	182	98	91	64							
10.00 - 10.30																																					
10.30 - 11.00																																					
HOW BUGS BUNNY WON-WEST(S)																																					
1	THU.	8.00P	30	CBS	EA	190			A 14.7	27	1144	2067	663	190	692	250	438	411	337	215	562	269	417	418	250	107	278	168	535	283							
8.00 - 8.30																																					
8.30 - 9.00																																					
INCREDIBLE HULK																																					
FRI.	8.00P	60	CBS	SF	45	185	189		A 12.5	23	973	1978	683	177	761	263	478	386	383	245	548	152	311	301	281	190	185	82	484	304							
8.00 - 8.30																																					
8.30 - 9.00																																					
JEFFERSONS																																					
1	SUN.	9.15P	30	CBS	CS	190	190		A 19.9	31	1548	1904	865	325	969	325	548	472	412	368	573	177	289	287	242	242	191	113	171	131							
2 SUN. 9.30P 30																																					
JOHN SCHNEIDER-BACK HOME(S)																																					
2	WED.	8.00P	60	CBS	GV	191			A 12.2	21	949	1852	743	250	811	246	407	381	335	330	519	150	259	261	272	223	108	58	414	285							
8.00 - 8.30																																					
8.30 - 9.00																																					
LAVERNE & SHIRLEY																																					
TUE.	8.30P	30	ABC	CS	25	202	206		A 16.2	26	1260	1885	727	270	820	368	560	441	316	217	460	242	336	262	152	103	249	140	356	226							
10.00 - 10.30																																					
10.30 - 11.00																																					
LITTLE HOUSE-PRAIRIE																																					
2	MON.	8.00P	60	NBC	GD	213			A 21.9	35	1704	2089	887	352	992	359	520	476	385	382	504	205	320	234	184	176	249	178	344	221							
8.00 - 8.30																																					
8.30 - 9.00																																					
LOU GRANT																																					
2	MON.	10.00P	60	CBS	GD	192			A 18.1	29	1408	1512	801	221	848	406	610	486	319	222	499	256	368	281	198	113	120	75	45	21							
10.00 - 10.30																																					
10.30 - 11.00																																					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
															TOTAL	18-34	WOMEN 18-25-49		35-64	55+	TOTAL	18-34	MEN 18-25-49		35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
NEWSBREAK-M-F-CONT'D																															
1 THU.		8.28P	1																												
2 MWTHTF		8.58P	1																												
2 TUE.		8.51P	1																												
NEWSBREAK-SAT.																															
SAT.		8.28P	1	CBS N		50	179	175	A 12.1	24	941	2064	758	210	823	233	412	388	375	361	597	199	339	359	297	219	176	69^	468	344	
						92	92		B 11.2	21	871																				
NEWSBREAK-SUN.																															
1 SUN.		9.48P	2	CBS N		50	162	179	A 15.5	24	1206	1874	811	332	925	294	487	426	380	378	620	187	296	292	232	270	204	119	125	82^	
2 SUN.		8.58P	1			90	94		B 19.5	31	1517																				
NFL MONDAY NIGHT FOOTBALL																															
1 MON.		9.00P	186	ABC SE		2	201	203	A 18.1	30	1408	1553	406	157	439	172	275	243	187	119	918	395	584	516	393	267	122	24^	74^	55^	
2 MON.		9.00P	184			99	99		B 18.1	30	1408	1553	406	157	439	172	275	243	187	119	918	395	584	516	393	267	122	24	74	55	
9.00 - 9.30									A 17.5	27	1362	1662	460	157	492	167	281	255	196	167	887	354	547	504	387	277	132	25^	151	101	
9.30 - 10.00									A 19.4	29	1509	1577	422	153	456	161	270	242	192	144	923	361	566	526	418	283	101	24^	97	77^	
10.00 - 10.30									A 20.0	30	1556	1584	376	148	421	158	250	209	182	125	958	392	605	542	420	279	128	18v	77^	61^	
10.30 - 11.00									A 18.3	29	1424	1543	382	133	425	173	252	209	171	122	959	428	622	520	396	273	112	11v	47^	41^	
11.00 - 11.30									A 18.1	34	1408	1518	422	193	456	211	328	284	190	82^	922	451	618	522	364	240	103	17v	37^	27^	
11.30 - 12.00									A 16.1	38	1253	1439	362	155	381	156	261	255	186	78^	887	402	572	504	374	252	140	47^	31^	24v	
ONE DAY AT A TIME																															
2 SUN.		8.30P	30	CBS CS			196		A 14.7	22	1144	1891	780	304	921	293	477	378	356	388	630	184^	293	246	232	318	161^	95^	179^	139^	
							99		B 19.5	32	1517																				
PAPILLON(S)																															
2 TUE.		8.00P	175	CBS FF		186	99		A 14.7	25	1144	1714	638	186^	689	290	506	396	288	157^	740	327	502	435	321	197^	143^	26v	142^	102^	
8.00 - 8.30									A 13.9	24	1081	1764	665	195^	722	256	499	392	310	201^	701	279	434	406	296	219	109^	25v	232	137^	
8.30 - 9.00									A 15.2	25	1183	1751	627	178^	671	257	469	376	277	174^	722	307	457	413	303	228	112^	18v	246	180^	
9.00 - 9.30									A 15.0	24	1167	1728	638	186^	693	300	503	389	275	166^	746	344	510	437	299	197^	137^	18v	152^	112^	
9.30 - 10.00									A 14.9	24	1159	1688	644	191^	687	299	510	395	287	152^	764	356	528	430	317	194^	151^	29v	86^	70^	
10.00 - 10.30									A 14.6	24	1136	1680	618	182^	673	317	529	408	284	119^	766	349	546	457	355	180^	181^	41v	60^	53^	
10.30 - 11.00									A 14.7	26	1144	1646	628	193^	676	308	515	409	298	126^	745	326	536	472	364	158^	174^	32v	51v	44v	
PIECE OF THE ACTION(S)																															
1 THU.		8.30P	144	CBS FF		186	99		A 11.1	18	864	1627	658	163^	698	228^	410	374	343	241^	633	317	426	327	252^	169^	160^	72^	136^	89^	
8.30 - 9.00									A 9.4	16	731	1733	725	243^	745	260^	461	393	384	238^	494	236^	333	308^	217^	116^	191^	84^	303^	166^	
9.00 - 9.30									A 10.5	16	817	1619	637	151^	692	225^	405	356	319	243^	603	274^	410	323	267^	169^	192^	120^	132^	92^	
9.30 - 10.00									A 11.1	17	864	1617	678	139^	719	229^	417	393	335	254^	681	348	466	352	262^	178^	127^	51v	90^	67v	
10.00 - 10.30									A 12.4	19	965	1623	632	130^	672	213^	382	355	334	242^	714	388	494	349	260	183^	148^	57v	89^	66^	
10.30 - 11.00									A 12.1	20	941	1594	650	173^	692	227^	407	381	358	242^	660	331	416	293	259	201^	144^	56v	98^	73^	
PRE-DEBATE-CBS(S)																															
1 SUN.		9.51P	9	CBS P		170	86		A 15.1	23	1175	1770	867	311	924	257	457	460	401	402	591	159^	250	299	225	262	172^	112^	83^	33v	
QUINCY, M.E.(S)																															
1 TUE.		10.00P	60	NBC OP		205	98		A 21.4	36	1665	1668	705	259	814	284	504	464	408	233	691	245	427	409	352	220	122^	37^	41^	35v	
10.00 - 10.30									A 21.9	36	1704	1701	714	269	825	291	519	479	422	225	689	254	442	418	355	204	133^	38^	54^	47^	
10.30 - 11.00									A 20.9	37	1626	1625	695	247	799	274	485	447	392	240	687	235	408	395	348	235	110^	35v	29v	21v	
REAGAN/BUSH COMM. 10.56PM(S)																															
1 WED.		10.56P	4	ABC P		196	99		A 10.8	18	840	1881	725	257^	801	342	452	311	207^	334	834	352	521	363	365	269^	230^	149^	16v	LT	
REAGAN/BUSH COMM. 1(S)																															
2 WED.		10.56P	4	ABC P		197	99		A 14.0	24	1089	1563	688	315	780	305	425	347	320	277	599	213^	361	325	273	221	130^	57^	54v	35v	

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL PERSONS (2+)					LADY WORK-ING HOUSE WOM.					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
										TOTAL					TOTAL					TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11	

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PROGRAM NAME						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)																		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11															
LATE FRINGE CONT'D																																											
CAMPAIGN COUNTDOWN-WED(S)							171		A	5.6	18	436	1232	418^112^v	418^	98^v	231^	266^	259^	128^v	704	304^	413^	356^	345^	186^	110^v	49^v	LT	LT													
2 WED. 11.30P 34 CBS P							93																																				
CARTER/MONDALE COMM.1(S)							180		A	4.2	28	327	1257	835 427^	835	297^	513^	506^	483^	215^	422^	137^v	324^	238^	260^	98^v	LT	LT	LT	LT													
2 WED. 12.58A 4 ABC P							96																																				
CBS NEWS SPEC. RPT-11.30P(S)							175		A	7.2	22	560	1438	625 362^	719	215^	450	370^	436	193^	660	228^	399^	355^	363^	182^	59^v	24^v	LT	LT													
2 TUE. 11.30P 30 CBS N							95																																				
CBS SUNDAY NEWS-BRADLEY						48	114	123	A	7.6	16	591	1736	712 372	956	321	571	387	502	328	663	259	321	224	241	305	67^	37^v	50^v	50^v													
1 SUN. 11.04P 15 CBS N						67	71		B	8.4	18	654																															
2 SUN. 11.00P 15																																											
CHARLIE'S ANGELS-11.30						21	172	175	A	3.8	17	296	1456	682 155^	750	315^	405^	335^	361^	212^	631	249^	425	351^	307^	165^	75^v	57^v	LT	LT													
1 THU. 11.51P 67 ABC PD						94	95		B	4.8	20	373																															
2 THU. 11.50P 67																																											
12.00 - 12.30									A	4.0	17	311	1608	695 145^	769	316^	444	360^	369^	196^	736	325^	534	470	338^	160^	103^	74^v	LT	LT													
12.30 - 1.00									A	3.5	20	272	1298	663 148^	736	353^	379^	271^	325^	232^	515	185^	317^	217^	249^	173^	47^v	47^v	LT	LT													
DEBATE WRAP-UP-CBS(S)						121			A	6.8	20	529	1554	818 172^	818	249^	392^	450	429^	265^	657	236^	353^	320^	285^	231^	79^v	50^v	LT	LT													
1 SUN. 11.34P 16 CBS P						85																																					
DECISION '80-SUN						2	124	127	A	3.4	11	265	1294	633 275^	637	174^	358^	324^	384^	226^	637	195^	376^	343^	336^	238^	20^v	LT	LT	LT													
1 SUN. 11.34P 30 NBC P						79	78		B	3.4	11	265	1294	633 275	637	174	358	324	384	226	637	195	376	343	336	238	20	LT	LT	LT													
2 SUN. 11.30P 30																																											
ED CLARK FOR PRESIDENT-TH(S)						171			A	7.1	20	552	935	329^176^	398^	85^v	202^	157^	228^	156^	505	85^v	275^	326^	349^	179^	32^v	32^v	LT	LT													
1 THU. 11.30P 4 CBS P						92																																					
FRIDAYS						18	176	176	A	6.2	20	482	1610	494 113^	562	309	399	297	211^	91^	594	290	430	353	295	112^	414	202^	40^v	40^v													
FRI. 11.30P 70 ABC GV						94	95		B	7.1	23	552																															
11.30 - 12.00									A	6.4	18	498	1847	543 113^	617	326	427	302	230^	122^	680	322	490	409	343	138^	506	290	44^v	44^v													
12.00 - 12.30									A	6.2	21	482	1477	480 116^	541	305	380	294	202^	78^	544	263	385	321	272	102^	359	145^	33^v	33^v													
LATE MOVIE I						15	147	156	A	5.0	20	389	1404	633 305	694	254	431	344	365	208	612	259	427	365	292	155	84^	41^	14^v	LT													
1 MON. 11.35P 72 CBS FF						87	89		B	5.0	19	389																															
1 TUE. 11.30P 72																																											
1 WED. 12.00M 73																																											
1 THU. 11.36P 64																																											
1 FRI. 11.30P 71																																											
2 MON. 11.30P 72																																											
2 TUE. 12.00M 71																																											
2 WED. 12.04A 72																																											
2 THU. 11.30P 62																																											
2 FRI. 11.36P 74																																											
11.30 - 12.00									A	6.0	18	467	1454	695 299	760	254	485	442	417	222	591	178	366	337	328	189	77^	43^	26^v	LT													
12.00 - 12.30									A	4.9	20	381	1394	628 305	701	262	437	327	362	208	585	270	416	360	257	136^	100^	37^v	LT	LT													
12.30 - 1.00									A	4.2	23	327	1373	543 295	598	254	376	272	309	164^	697	368	548	404	309	137^	74^	46^v	LT	LT													
LATE MOVIE II						12	145	154	A	3.4	22	265	1158	510 208^	555	159^	314	314	335	166^	528	249	373	297	238	132^	67^	41^v	LT	LT													
1 MON. 12.47A 46 CBS FF						86	89		B	3.5	21	272																															
1 TUE. 12.42A 41																																											
1 THU. 12.46A 38																																											
1 FRI. 12.41A 47																																											
CONT'D																																											

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)									
														TOTAL	18-34	WOMEN 18-25-35-64			55+	TOTAL	18-34	MEN 18-25-35-64			55+	TOTAL FEM.	TOTAL 6-11											
LATE FRINGE CONT'D														A	10.6	35	825	1670	608	289	658	374	516	402	247	72^	627	379	479	369	193	86^	350	199	35v	35v		
SATURDAY NIGHT-CONT'D														A	9.4	36	731	1637	485	285^	591	416	496	323^	157^	52v	667	404	525	331	205^	76v	379	215^	LT	LT		
12.00 - 12.30																																						
12.30 - 1.00														A	2.9	24	226	1119	301^	199v	389^	190v	266v	202v	199v	98v	730^	235v	496^	477^	331^	182v	LT	LT	LT	LT		
TOMORROW SHOW-MON(B)														A	3.0	23	233	1129	330^	227v	420^	206v	283^	223v	214v	107v	709^	250v	507^	485^	339^	146v	LT	LT	LT	LT		
1 MON. 1.00A 46 NBC CC 98														A	4.6	26	358	1198	623	259	676	173	372	424	391	199	478	156^	310	304	223	143^	39v	LT	LT	LT	LT	
1.00 - 1.30														B	4.6	26	358	1198	623	259	676	173	372	424	391	199	478	156	310	304	223	143	39	LT	LT	LT	LT	
TOMORROW SHOW-1														A	2.8	23	218	1046	528	248^	583	184^	353	367	325	152^	445	123^	266^	326	240^	105^	LT	LT	LT	LT		
1 TU-TH 12.30A 30 NBC CC 98 98														B	2.8	23	218	1046	528	248	583	184	353	367	325	152	445	123	266	326	240	105	LT	LT	LT	LT		
2 M-TH 12.30A 30																																						
TOMORROW SHOW-2														A	3.1	24	241	1100	550	249	605	170^	340	390	362	157^	465	124^	291	349	262	104^	30v	LT	LT	LT	LT	
1 TUE. 1.00A 51 NBC CC 98 98														A	2.5	23	195	903	456	210^	513	200^	354	308	252^	128^	390	123^	221^	277^	190^	93^	LT	LT	LT	LT		
1 WED. 1.00A 52																																						
1 THU. 1.00A 53																																						
2 MON. 1.00A 55																																						
2 TUE. 1.00A 54																																						
2 WED. 1.00A 53																																						
2 THU. 1.00A 56																																						
1.00 - 1.30																																						
1.30 - 2.00														A	6.1	22	475	1200	509	321^	659	249^	417^	322^	300^	205^	534	232^	336^	288^	207^	139^	LT	LT	LT	LT		
TONIGHT SHOW-MON(B)																																						
210																																						
1 MON. 11.30P 80 NBC GV 99														A	7.7	22	599	1292	543	264^	654	209^	409	358^	320^	204^	624	233^	402	325^	288^	166^	LT	LT	14v	LT		
11.30 - 12.00														A	5.8	23	451	1184	470^	388^	682	278^	426^	275^	298^	221^	502^	224^	295^	282^	183^	133v	LT	LT	LT	LT		
12.00 - 12.30														A	4.2	21	327	963	493^	325^	621^	290^	410^	317^	255^	175v	342^	232^	232^	201^	39v	71v	LT	LT	LT	LT		
12.30 - 1.00														A	9.2	32	716	1468	680	290	736	242	436	427	376	200	634	285	424	316	252	174	82	40^	16v	11v		
TONIGHT SHOW														B	9.2	32	716	1468	680	290	736	242	436	427	376	200	634	285	424	316	252	174	82	40	16	11		
1 TU-F 11.30P 60 NBC GV 99 99														A	10.1	31	786	1511	689	290	747	253	451	424	373	203	662	289	434	331	266	192	86	47^	16v	15v		
2 M-F 11.30P 60														A	8.2	33	638	1415	662	289	717	225	414	427	377	197	605	286	419	302	236	152	79^	32^	14v	9v		
11.30 - 12.00																																						
12.00 - 12.30														A	3.7	18	288	1066	600	76v	600	302^	410^	279^	278^	110^	438	199^	254^	223^	180^	142^	28v	28v	LT	LT		
TUESDAY MOVIE OF THE WEEK														B	3.4	19	265																					
1 TUE. 11.50P 90 ABC FF 94 94														A	4.1	17	319	1382	825	81v	825	502	618	316^	289^	119^	489	257^	300^	230^	151^	172^	68v	68v	LT	LT		
2 TUE. 11.53P 93														A	3.5	19	272	982	475	100v	475	132^	269^	291^	343^	122^	507	158^	249^	290^	301^	162^	LT	LT	LT	LT		
12.00 - 12.30														A	3.1	22	241	481^	270^	LT	270^	145^	145^	142^	125v	62v	211^	145^	145^	87v	21v	66v	LT	LT	LT	LT		
12.30 - 1.00																																						
1.00 - 1.30																																						
WEEKDAY DAYTIME																																						
ABC AFTERSCHOOL SPECIAL(S)														A	7.9	25	615	1769	762	190^	765	303^	519	446	371^	191^	331^	79v	166^	166^	135^	165^	428	315^	245^	136^		
2 WED. 4.30P 60 ABC FV 98														A	7.3	24	568	1702	754	171^	754	301^	507	409^	366^	194^	303^	70v	153^	153^	122^	150^	421	331^	224^	85v		
4.30 - 5.00														A	8.5	26	661	1811	770	205^	770	305^	527	480	374	185^	348^	89v	174^	174^	138^	174^	431	299^	262^	175^		
5.00 - 5.30																																						
ABC DAYTIME NEWSBRIEF-M-F														A	8.0	30	622	1408	991	197	1066	548	855	635	428	173	190	76^	139	104	89^	44^	99	89^	53^	19v		
M-F 1.57P 2 ABC N 92 92														B	8.9	31	692																					
ALICE-M-F														A	5.0	29	389	1470	733	193	800	330	491	393	342	257	310	110^	159	136^	137^	128^	84^	53^	276	126^		
M-F 10.30A 30 CBS CS 91 91														B	5.0	29	389	1470	733	193	800	330	491	393	342	257	310	110	159	136	137	128	84	53	276	126		

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
												WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
												TOTAL	18-34	18-49	25-54	35-54	55+	TOTAL	18-34	18-49	25-54	35-54	55+	TOTAL FEM.	TOTAL M.					
WEEKDAY DAYTIME CONT'D																														
ALL MY CHILDREN																														
M-F 1.00P 60 ABC DD 238 195 190 99 98																														
1.00 - 1.30																														
1.30 - 2.00																														
ANOTHER WORLD																														
M-F 2.00P 60 NBC DD 34 206 206 99 99																														
2.00 - 2.30																														
2.30 - 3.00																														
AS THE WORLD TURNS																														
1 MTUWF 2.00P 60 CBS DD 10 188 193 98 99																														
1 THU. 2.00P 54																														
2 M-F 2.00P 60																														
2.00 - 2.30																														
2.30 - 3.00																														
CAPTAIN KANGAROO																														
M-F 8.00A 60 CBS C 15 176 177 97 98																														
8.00 - 8.30																														
8.30 - 9.00																														
CARD SHARKS																														
M-F 12.00N 30 NBC QG 59 125 126 66 67																														
CARTER FOR PRESIDENT-THU(S)																														
1 THU. 2.54P 5 CBS P 193 99																														
CARTER FOR PRESIDENT-TUE(S)																														
1 TUE. 3.53P 4 CBS P 192 99																														
CARTER/MONDALE COMM. 1(S)																														
1 FRI. 8.56A 4 ABC P 201 99																														
CARTER/MONDALE POLIT.-THU(S)																														
2 THU. 3.55P 5 NBC P 200 98																														
DAVID LETTERMAN-1																														
M-F 10.00A 30 NBC GV 59 145 143 82 80																														
DAVID LETTERMAN-2																														
M-F 10.30A 30 NBC GV 58 147 146 80 80																														
DAYS OF OUR LIVES																														
1 M-F 1.00P 60 NBC DD 237 207 207 99 99																														
2 MTUWF 1.00P 60																														
2 THU. 1.00P 55																														
1.00 - 1.30																														
1.30 - 2.00																														
DOCTORS																														
M-F 12.30P 30 NBC DD 35 183 186 91 91																														
EDGE OF NIGHT																														
1 MTUWF 4.00P 30 ABC DD 228 149 150 82 83																														
2 M-F 4.00P 30																														

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11		
WEEKDAY DAYTIME CONT'D																															
FAMILY FEUD	M-F	12.00N	30	ABC	QP	59	177	181	A	6.0	27	467	1450	930	159	992	485	652	534	369	264	258	130	135	96^	73^	113^	60^	37^	140	43^
						94	94		B	7.0	29	545																			
GENERAL HOSPITAL	M-F	3.00P	60	ABC	DD	236	195	196	A	10.7	37	832	1369	826	167	900	486	681	493	317	175	202	74	101	67^	58^	97	170	157	97	58^
		3.00 - 3.30							B	10.1	33	786																			
		3.30 - 4.00							A	10.4	37	809	1350	853	170	927	492	702	513	334	181	205	70^	99	67^	62^	101	156	144	62^	29^
									A	10.9	37	848	1381	803	166	878	481	664	474	302	172	198	78	103	67^	55^	91	180	169	125	82
GOOD MORNING, AMERICA-730	M F	7.30A	30	ABC	N	238	199	200	A	4.6	28	358	1402	740	282	763	208	358	391	377	293	467	146^	282	209	251	145^	74^	24^	98^	58^
						99	99		B	4.2	26	327																			
GOOD MORNING, AMERICA-830	1 MTUTH	8.30A	30	ABC	N	239	199	200	A	5.5	31	428	1175	781	174	797	257	388	394	355	318	281	71^	127^	119^	130^	138	13^	11^	84^	23^
	1 W & F	8.30A	24			98	98		B	5.7	30	443																			
	2 M-F	8.30A	30																												
GUIDING LIGHT	1 MWTHF	3.00P	60	CBS	DD	10	194	194	A	7.8	27	607	1283	800	144	917	234	462	441	442	387	209	73^	95^	61^	59^	108	46^	30^	111	61^
	1 TUE.	3.00P	53			99	99		B	7.8	27	607	1283	800	144	917	234	462	441	442	387	209	73	95	61	59	108	46	30	111	61
	2 MTUWF	3.00P	60																												
	2 THU.	3.00P	53						A	7.7	27	599	1270	815	152	931	238	468	447	445	394	204	71^	94^	63^	60^	104	35^	25^	100	50^
		3.00 - 3.30							A	7.9	27	615	1294	777	142	900	229	454	432	440	379	219	74^	99	68^	64^	112	55^	33^	120	72^
		3.30 - 4.00																													
JEFFERSONS M-F						10	152	155	A	4.3	25	335	1433	669	153^	728	343	469	383	278	215	278	96^	137^	130^	136^	124^	147^	75^	280	128^
	M-F	10.00A	30	CBS	CS	86	88		B	4.3	25	335	1433	669	153	728	343	469	383	278	215	278	96	137	130	136	124	147	75	280	128
LOVE BOAT DAYTIME	M-F	11.00A	60	ABC	CS	59	186	187	A	4.8	25	373	1434	780	155^	817	453	616	450	282	171	268	151^	197	134^	104^	61^	91^	64^	258	97^
		11.00 - 11.30				97	98		B	7.2	33	560																			
		11.30 - 12.00							A	4.5	25	350	1420	761	156^	799	429	599	445	291	171	266	146^	189	136^	108^	63^	86^	63^	269	100^
									A	5.1	26	397	1418	788	143^	821	468	621	448	269	172	259	149	194	128^	97^	55^	93^	66^	245	93^
MORNING MON-FRI	M-F	7.15A	45	CBS	N	10	176	182	A	2.2	14	171	1058	526	158^	555	135^	263^	252^	286^	251^	350	69^	180^	199^	229^	128^	30^	LT	123^	70^
		7.30 - 8.00				95	97		B	2.2	14	171	1058	526	158	555	135	263	252	286	251	350	69	180	199	229	128	30	LT	123	70
									A	2.3	14	179	1017	525	145^	553	111^	252^	252^	309^	251^	302^	45^	157^	184^	213^	107^	28^	LT	134^	67^
NEWSBREAK-11.57	M-F	11.57A	2	CBS	N	10	166	162	A	5.4	27	420	1414	791	156	899	281	474	434	395	349	376	105^	154	143	138	209	39^	19^	100^	15^
						90	90		B	5.4	27	420	1414	791	156	899	281	474	434	395	349	376	105	154	143	138	209	39	19	100	15
NEWSBREAK-3.57	M-F	3.57P	2	CBS	N	10	176	176	A	6.2	21	482	1301	759	126	886	235	460	425	441	353	231	75^	98^	81^	69^	121^	56^	36^	128	79^
						95	95		B	6.2	21	482	1301	759	126	886	235	460	425	441	353	231	75	98	81	69	121	56	36	128	79
ONE DAY AT A TIME-M-F	1 MTUWF	4.00P	30	CBS	CS	9	112	116	A	3.6	12	280	1300	653	136^	718	260	403	332	351	253	290	90^	111^	85^	74^	168^	135^	78^	157^	71^
	2 M-F	4.00P	30			66	67		B	3.6	12	280	1300	653	136	718	260	403	332	351	253	290	90	111	85	74	168	135	78	157	71
ONE LIFE TO LIVE	M-F	2.00P	60	ABC	DD	236	193	194	A	8.9	33	692	1327	919	164	979	515	765	576	372	167	178	69^	102	65^	56^	73^	127	107	43^	19^
		2.00 - 2.30				99	99		B	8.8	31	685																			
		2.30 - 3.00							A	8.7	33	677	1328	933	165	995	520	783	596	383	166	169	65^	97	63^	55^	68^	118	97	46^	18^
									A	9.1	34	708	1314	899	160	958	505	744	555	361	168	183	71^	105	65^	54^	76^	133	116	40^	18^
PASSWORD PLUS	M-F	11.30A	30	NBC	QG	35	173	173	A	4.0	20	311	1270	856	113^	891	254	395	407	351	412	276	93^	122^	109^	116^	141^	35^	LT	68^	LT
						91	91		B	3.7	17	288																			
PRICE IS RIGHT 1	M-F	11.00A	30	CBS	AP	10	182	183	A	5.3	29	412	1427	785	174	887	288	494	431	405	335	357	109^	156	134^	120^	187	52^	25^	131^	27^
						92	92		B	5.3	29	412	1427	785	174	887	288	494	431	405	335	357	109	156	134	120	187	52	25	131	27

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														WOMEN					MEN					TOTAL FEM.		TOTAL 6-11									
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+												
WEEKDAY DAYTIME CONT'D																																			
PRICE IS RIGHT 2																	1439	833	171	932	298	503	435	404	371	357	90^	130	125^	123^	211	38^	21^	112^	17^
M-F 11.30A 30 CBS AP																	1439	833	171	932	298	503	435	404	371	357	90	130	125	123	211	38	21	112	17
REAGAN/BUSH COMM. 8:56AM(S)																	827	517^	217^	614	139^	242^	359^	416^	255^	160^	33^	33^	89^	71^	71^	LT	LT	53^	LT
1 WED. 8.56A 4 ABC P																																			
REAGAN/BUSH POLITICAL-THU(S)																	1221	823	252^	981	285^	465^	464^	401^	440^	178^	113^	113^	31^	LT	65^	62^	43^	LT	LT
2 THU. 1.55P 5 NBC P																																			
REAGAN FOR PRESIDENT-WED(S)																	1271	957	192^	1011	304^	610	575	464	357^	190^	80^	80^	29^	44^	110^	70^	70^	LT	LT
2 WED. 1.54P 5 CBS P																																			
REAGAN FOR PRESIDENT-THU(S)																	1174	765	141^	885	224^	444	362^	460	420^	234^	65^	89^	76^	85^	129^	LT	LT	55^	38^
2 THU. 3.53P 4 CBS P																																			
REAGAN POLITICAL-TUE(S)																	1239	935	89^	935	376^	549^	492^	352^	317^	304^	91^	134^	176^	163^	128^	LT	LT	LT	LT
2 TUE. 8.55A 5 NBC P																																			
RYAN'S HOPE																	1417	977	194	1054	526	806	634	402	182	239	78^	159	143	119	65^	39^	33^	85^	19^
M-F 12.30P 30 ABC DD																																			
SEARCH FOR TOMORROW																	1259	799	145	873	251	447	445	375	359	281	88^	110^	92^	94^	152	40^	33^	65^	20^
M-F 12.30P 30 CBS DD																	1259	799	145	873	251	447	445	375	359	281	88	110	92	94	152	40	33	65	20
TEXAS																	1263	841	190	919	311	513	469	379	319	209	54^	63^	39^	62^	137^	69^	27^	66^	36^
1 M-F 3.00P 60 NBC DD																																			
2 MTWTF 3.00P 60																																			
2 THU. 3.00P 55																																			
3.00 - 3.30																																			
3.30 - 4.00																																			
TODAY SHOW-7.30AM																	1477	805	123^	851	190	330	286	345	483	541	140^	242	226	237	260	21^	LT	64^	44^
M-F 7.30A 30 NBC N																																			
TODAY SHOW-8.30AM																	1302	813	140	842	229	353	305	342	432	442	106^	183	181	201	212	13^	LT	LT	LT
1 M-F 8.30A 30 NBC N																																			
2 MTWTF 8.30A 30																																			
2 TUE. 8.30A 25																																			
WHEEL OF FORTUNE																	1301	824	81^	860	258	390	404	322	397	354	141^	185^	198^	139^	144^	21^	LT	66^	LT
M-F 11.00A 30 NBC QG																																			
YOUNG AND THE RESTLESS																	1220	850	136	945	326	550	482	392	340	164	55^	66^	59^	57^	89^	22^	14^	89^	26^
1 M-F 1.00P 60 CBS DD																	1220	850	136	945	326	550	482	392	340	164	55	66	59	57	89	22	14	89	26
2 MTWTF 1.00P 60																																			
2 WED. 1.00P 54																																			
1.00 - 1.30																																			
1.30 - 2.00																																			
*WEEKEND DAYTIME																																			
ABC SUN AFTERNOON BSBL(B)																	1580	614	219^	648	112^	225^	172^	351^	406^	708	235^	374^	301^	340^	312^	100^	24^	124^	99^
1 SUN. 6.00P 67 ABC SE																																			
6.00 - 6.30																																			
6.30 - 7.00																																			

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49			25-54	35-64	55+				
WEEKEND DAYTIME CONT'D																															
DEAR ALEX & ANNIE-11.26AM										2	96	109	A	3.4	15	265	1302	378^ 80v	382^211^	287^154^	171^ 95v	249^106v	229^199^	123^ 20v	320^128^	351^ 208^					
SUN. 11.26A 3 ABC CN										78	80	B	3.4	15	265	1302	378 80	382 211	287 154	171 95	249 106	229 199	123 20	320 128	351 208						
DRAK PACK										2	182	181	A	5.8	24	451	1922	394 122^	518 328	372 200^	114^ 76^	374 196^	278 152^	155^ 96^	246^ 99^	784 461					
SAT. 11.30A 30 CBS CA										94	92	B	5.8	24	451	1922	394 122	518 328	372 200	114 76	374 196	278 152	155 96	246 99	784 461						
FACE THE NATION										2	146	163	A	3.4	13	265	1385	439^ 30v	597 242^	313^136^	90v284^	536 90v	222^276^	302^238^	86v 45v	166^ 124^					
SUN. 11.30A 30 CBS CC										92	95	B	3.4	13	265	1385	439 30	597 242	313 136	90 284	536 90	222 276	302 238	86 45	166 124						
FLASH GORDON(B)										7	147		A	3.4	16	265	1974	559^110v	559^431^	541^472^	128v LT	339^150v	302^302^	152v 37v	320^ 89v	756^ 246^					
1 SAT. 12.30P 30 NBC CA										74		B	4.3	18	335																
FRED & BARNEY/SHMOO 1										2	201	204	A	4.1	21	319	1690	317^ 41v	317^101^	201^162^	140^116^	129^ LT	55v 77v	117^ 52v	190^ 87v	1054 669					
SAT. 9.00A 30 NBC CA										99	99	B	4.1	21	319	1690	317 41	317 101	201 162	140 116	129 LT	55 77	117 52	190 87	1054 669						
FRED & BARNEY/SHMOO 2										2	201	204	A	5.1	24	397	1776	359 95^	362 181^	280^165^	147^ 82^	161^ 62v	117^140^	99^ 21v	209^ 88^	1044 623					
SAT. 9.30A 30 NBC CA										99	99	B	5.1	24	397	1776	359 95	362 181	280 165	147 82	161 62	117 140	99 21	209 88	1044 623						
FRED & BARNEY/SHMOO 3										2	201	204	A	5.3	23	412	1828	364 71v	367 229^	289^119^	104^ 78^	230^126^	168^171^	104^ 53v	244^101^	987 603					
SAT. 10.00A 30 NBC CA										99	99	B	5.3	23	412	1828	364 71	367 229	289 119	104 78	230 126	168 171	104 53	244 101	987 603						
GODZILLA/DYNOMUTT HOUR I										1	192		A	2.5	23	195	2179	349^ 67v	349^109v	292v292v	183v 57v	209v LT	39v 39v	209v170v	292v153v	1329 738^					
2 SAT. 8.00A 30 NBC CA										96		B	2.5	23	195	2179	349 67	349 109	292 292	183 57	209 LT	39 39	209 170	292 153	1329 738						
GODZILLA/DYNOMUTT HOUR II										1	193		A	3.5	22	272	1754	210v LT	210v 56v	117v117v	61v 93v	188v LT	37v 51v	188v137v	294^183v	1062 706^					
2 SAT. 8.30A 30 NBC CA										96		B	3.5	22	272	1754	210 LT	210 56	117 117	61 93	188 LT	37 51	188 137	294 183	1062 706						
GODZILLA										1	163		A	3.9	18	303	1673	478^ 73v	478^313^	386^201^	165v 63v	124v124v	124v124v	LT LT	235^ 76v	836 260^					
1 SAT. 12.00N 30 NBC CA										79		B	3.9	18	303	1673	478 73	478 313	386 201	165 63	124 124	124 124	LT LT	235 76	836 260						
GODZILLA/GLOBETROTTERS 1										1	193		A	2.3	21	179	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT					
1 SAT. 8.00A 30 NBC CA										97		B	2.3	21	179	LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT	LT LT					
GODZILLA/GLOBETROTTERS 2										1	193		A	3.7	24	288	1101	184v LT	184v128v	128v LT	56v 56v	73v LT	73v 73v	73v LT	LT LT	844 521^					
1 SAT. 8.30A 30 NBC CA										97		B	3.7	24	288	1101	184 LT	184 128	128 LT	56 56	73 LT	73 73	73 LT	LT LT	844 521						
GREATEST SUPERFRIENDS-1										50	192	192	A	3.2	29	249	1912	354^145^	354^141^	281^201^	140^ 73v	214^145^	166^164^	69v 33v	119v 35v	1225 764					
SAT. 8.00A 30 ABC CA										94	94	B	3.6	28	280																
GREATEST SUPERFRIENDS-2										50	192	192	A	4.4	28	342	1933	324^123^	324^133^	270^210^	137^ 54v	197^ 85v	124^129^	112^ 50v	90^ 24v	1322 800					
SAT. 8.30A 30 ABC CA										94	94	B	5.1	29	397																
IN THE NEWS- 8.26AM										2	182	184	A	3.5	27	272	1357	228^ 30v	228^165^	165^ 52v	23v 40v	254^ LT	147^147^	177^107v	LT LT	864 397^					
SAT. 8.26A 3 CBS CN										98	98	B	3.5	27	272	1357	228 30	228 165	165 52	23 40	254 LT	147 147	177 107	LT LT	864 397						
IN THE NEWS- 8.56AM										2	184	183	A	5.8	33	451	1421	262^ 74^	262^189^	216^ 95^	60v 25v	113^ LT	59v 59v	59v 54v	53v 26v	993 568					
SAT. 8.56A 3 CBS CN										97	97	B	5.8	33	451	1421	262 74	262 189	216 95	60 25	113 LT	59 59	59 54	53 26	993 568						
IN THE NEWS- 9.26AM										2	198	199	A	7.9	38	615	1580	287 93^	291 201	248 123^	77^ 29v	223 135^	179^ 90^	44^ 44v	180^ 92^	886 513					
SAT. 9.26A 3 CBS CN										99	99	B	7.9	38	615	1580	287 93	291 201	248 123	77 29	223 135	179 90	44 44	180 92	886 513						
IN THE NEWS- 9.59AM										2	198	199	A	8.8	39	685	1801	345 152^	378 259	292 154^	109^ 46^	459 281	383 205	138^ 67^	183 76^	781 423					
SAT. 9.59A 3 CBS CN										99	99	B	8.8	39	685	1801	345 152	378 259	292 154	109 46	459 281	383 205	138 67	183 76	781 423						
IN THE NEWS-11.56AM										2	182	181	A	5.7	24	443	1921	359 77^	515 321	376 200^	113^ 81^	348 192^	290 173^	133^ 58v	229^ 93^	829 510					
SAT. 11.56A 3 CBS CN										94	92	B	5.7	24	443	1921	359 77	515 321	376 200	113 81	348 192	290 173	133 58	229 93	829 510						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)																					
														TOTAL	18-34	WOMEN			MEN								TOTAL FEM.																							
																18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+																									
WEEKEND DAYTIME CONT'D																																																		
IN THE NEWS-12.26PM																							2	180	184	A	6.0	24	467	1653	355	94	463	229	297	164	136	126	367	91	225	186	200	142	184	100	639	426		
SAT. 12.26P																							3	CBS	CN	98	98	B	6.0	24	467	1653	355	94	463	229	297	164	136	126	367	91	225	186	200	142	184	100	639	426
IN THE NEWS-12.56PM																							2	172	171	A	7.0	28	545	1629	252	171	342	142	217	147	150	79	327	134	239	182	172	78	214	106	746	461		
SAT. 12.56P																							3	CBS	CN	92	93	B	7.0	28	545	1629	252	171	342	142	217	147	150	79	327	134	239	182	172	78	214	106	746	461
IN THE NEWS-1.26PM																							2	172	171	A	6.4	24	498	1524	364	140	433	122	248	224	203	165	291	105	184	160	186	87	238	121	562	365		
SAT. 1.26P																							3	CBS	CN	92	93	B	6.4	24	498	1524	364	140	433	122	248	224	203	165	291	105	184	160	186	87	238	121	562	365
IN THE NEWS-8.26AM-SUN.																							2	43	44	A	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SUN. 8.26A																							3	CBS	CN	32	33	B	.7	9	54	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
IN THE NEWS-8.56AM-SUN.																							2	39	41	A	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SUN. 8.56A																							3	CBS	CN	33	35	B	.9	8	70	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	
IN THE NEWS-10.56AM																							2	191	188	A	6.5	28	506	1672	330	120	405	268	303	143	125	69	321	157	215	157	124	82	216	37	730	346		
SAT. 10.56A																							3	CBS	CN	98	98	B	6.5	28	506	1672	330	120	405	268	303	143	125	69	321	157	215	157	124	82	216	37	730	346
IN THE NEWS-11.26AM																							2	191	188	A	6.4	28	498	2106	385	114	513	337	370	186	101	75	467	257	366	179	160	94	311	83	815	448		
SAT. 11.26A																							3	CBS	CN	98	98	B	6.4	28	498	2106	385	114	513	337	370	186	101	75	467	257	366	179	160	94	311	83	815	448
ISSUES AND ANSWERS																							45	106	173	A	3.1	12	241	1282	362	104	362	41	71	108	104	254	685	340	436	341	241	216	173	45	62	62		
1 SUN. 11.30A																							30	ABC	CC	82	94	B	3.3	14	257																			
2 SUN. 12.00N																							30																											
JASON OF STAR COMMAND																							2	39	41	A	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
SUN. 8.30A																							30	CBS	CL	33	35	B	.8	7	62	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT		
JETSONS																							1	193		A	5.0	23	389	1771	459	114	459	192	346	271	221	113	193	125	125	141	68	52	238	140	881	557		
1 SAT. 11.00A																							30	NBC	CA	95		B	5.0	23	389	1771	459	114	459	192	346	271	221	113	193	125	125	141	68	52	238	140	881	557
JETSONS																							1	143		A	3.6	13	280	1675	372	175	479	330	330	215	35	114	268	50	104	54	129	164	153	78	775	390		
2 SAT. 12.30P																							30	NBC	CA	74		B	3.6	13	280	1675	372	175	479	330	330	215	35	114	268	50	104	54	129	164	153	78	775	390
JONNY QUEST																							1	185		A	4.5	21	350	1720	418	80	418	152	284	228	223	117	348	143	246	255	205	93	179	93	775	473		
1 SAT. 11.30A																							30	NBC	CA	93		B	4.5	21	350	1720	418	80	418	152	284	228	223	117	348	143	246	255	205	93	179	93	775	473
JONNY QUEST																							1	155		A	4.2	16	327	1621	434	61	495	297	330	196	91	107	286	97	214	117	138	72	83	LT	757	379		
2 SAT. 12.00N																							30	NBC	CA	77		B	4.2	16	327	1621	434	61	495	297	330	196	91	107	286	97	214	117	138	72	83	LT	757	379
KIDS ARE PEOPLE TOO I																							2	96	108	A	3.1	15	241	1100	327	37	332	166	182	61	124	150	182	61	107	95	63	75	287	79	299	203		
SUN. 10.30A																							30	ABC	CL	78	80	B	3.1	15	241	1100	327	37	332	166	182	61	124	150	182	61	107	95	63	75	287	79	299	203
KIDS ARE PEOPLE TOO II																							2	96	109	A	3.6	16	280	1368	420	72	424	178	240	119	197	184	275	115	237	204	146	38	311	100	358	225		
SUN. 11.00A																							30	ABC	CL	78	80	B	3.6	16	280	1368	420	72	424	178	240	119	197	184	275	115	237	204	146	38	311	100	358	225
LAFF-A-LYMPICS																							13	178	175	A	5.7	24	443	1971	495	111	495	219	337	240	164	152	443	286	361	162	122	82	286	146	747	461		
SAT. 11.30A																							30	ABC	CA	94	94	B	5.4	24	420																			
MEET THE PRESS																							2	159	140	A	3.6	15	280	1307	605	75	640	118	172	136	190	425	499	160	228	142	168	271	21	21	147	147		
SUN. 12.00N																							30	NBC	CC	93	90	B	3.6	15	280	1307	605	75	640	118	172	136	190	425	499	160	228	142	168	271	21	21	147	147
MIGHTY MOUSE-HECKL-JECKL																							2	182	184	A	3.1	26	241	1456	274	42	274	178	178	83	29	67	278	LT	161	161	179	117	21	LT	883	432		
SAT. 8.00A																							30	CBS	CA	98	98	B	3.1	26	241	1456	274	42	274	178	178	83	29	67	278	LT	161	161	179	117	21	LT	883	432
NBC MAJOR LEAGUE PRE GAME																							2	208	201	A	4.6	17	358	1514	425	120	489	175	268	119	155	214	688	277	380	288	279	271	144	31	193	71		
1 SAT. 2.00P																							16	NBC	SC	99	97	B	4.6	17	358	1514	425	120	489	175	268	119	155	214	688	277	380	288	279	271	144	31	193	71
2 SAT. 2.00P																							22																											

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND SEP. 1980 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																														
30 MINUTES																														
SAT. 1.30P 30 CBS DN 2 146 158 A 4.4 17 342 1520 467 141 529 164 228 290 216 207 325 123 234 160 164 91 347 128 319 176																														
THREE ROBONIC STOOGES																														
SUN. 8.00A 30 CBS CA 2 43 44 A .7 9 54 LT																														
TIME OUT-8:28AM																														
SAT. 8.28A 2 NBC CN 2 193 192 A 3.3 28 257 1335 226 28 226 124 203 126 79 23 98 LT 23 23 98 75 124 62 887 607																														
TIME OUT-9:28AM																														
SAT. 9.28A 2 NBC CN 2 201 204 A 4.8 24 373 1708 311 46 311 128 226 180 125 85 126 20 66 95 106 31 185 77 1086 690																														
TIME OUT-10:28AM																														
SAT. 10.28A 2 NBC CN 2 201 204 A 4.8 21 373 1810 372 64 372 242 275 91 89 97 219 131 160 149 88 59 269 124 950 595																														
TIME OUT-11:28AM																														
SAT. 11.28A 2 NBC CN 2 194 197 A 4.8 22 373 1488 309 81 314 114 201 153 147 113 233 162 172 121 71 47 227 128 714 453																														
TIME OUT-12:28PM																														
SAT. 12.28P 2 NBC CN 2 163 155 A 3.8 16 296 1659 432 68 476 294 345 219 118 87 260 114 205 157 110 55 132 40 791 321																														
TOM AND JERRY																														
SAT. 8.30A 30 CBS CA 2 184 183 A 4.8 29 373 1426 244 70 247 174 198 83 49 34 125 LT 57 57 57 68 53 26 1001 556																														
WOODWARD STAKES(S)																														
171 A 4.8 16 373 1504 624 188 764 249 452 333 343 261 609 190 378 383 376 212 131 40 LT LT																														
1 SAT. 5.00P 54 CBS SE 92																														
5.00 - 5.30 A 4.3 14 335 1490 683 164 839 289 513 333 376 279 528 140 312 336 360 192 123 36 LT LT																														
5.30 - 6.00 A 5.5 18 428 1493 555 211 676 209 385 329 300 237 677 237 436 421 384 229 140 44 LT LT																														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. SEPT. 15, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				16,260 20.9							28,160 36.2					
	ABC TV					← THAT'S INCREDIBLE (OP) →						→ NFL MONDAY NIGHT FOOTBALL HOUSTON VS CLEVELAND (9:00-12:08AM) (-OP) →						
	AVERAGE AUDIENCE (Households (000) & %)	{				12,680 16.3	15.7*			16.9*	14,160 18.2	16.7*			17.9*	18.9*	18.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				25 15.1	25 *			25 *	30 16.3	25 *			26 *	27 *	29 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				23,810 30.6											13,460 17.3	
	CBS TV					← FOUL PLAY (OP) →										M*A*S*H (R)		
	AVERAGE AUDIENCE (Households (000) & %)	{				13,620 17.5	14.2*			15.2*	18.6*	19.9*			19.5*	15.6	12,140	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				26 14.0	23 *			23 *	27 *	28 *			28 *	24	15.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				34,390 44.2												
	NBC TV					← NBC MONDAY NIGHT MOVIES SHOGUN, PART 1 (OP) →												
	AVERAGE AUDIENCE (Households (000) & %)	{				22,950 29.5	25.6*			28.4*	30.8*	31.0*			30.9*	30.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				44 24.8	41 *			43 *	44 *	43 *			44 *	47 *	29.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				19,060 24.5												
	ABC TV					← THAT'S INCREDIBLE (8:00-9:55PM) (S)(OP) →										→ NFL MONDAY NIGHT FOOTBALL NEW YORK GIANTS VS PHILADELPHIA (9:00-12:04AM) (-OP) →		
	AVERAGE AUDIENCE (Households (000) & %)	{				14,630 18.8	17.4*			20.4*	14,000 18.0	18.2*			20.8*	21.1*	17.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				30 16.5	29 *			32 *	31 17.4	28 *			31 *	32 *	28 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				16,420 21.1												
	CBS TV					← SPFX: EMPIRE STRIKES BACK (OP) →				M*A*S*H (R)		WKRP IN CINCINNATI (B) (R)				→ LOU GRANT →		
	AVERAGE AUDIENCE (Households (000) & %)	{				11,510 14.8	14.1*			15.5*	15,330 19.7	17.2			13,380 17.2	14,080 18.1	17.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				23 14.0	23 *			24 *	30 19.7	30			26 17.2	29 17.4	28 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				21,010 27.0												
	NBC TV					← LITTLE HOUSE-PRAIRIE (OP) →				→ NBC MONDAY NIGHT MOVIES CENTENNIAL, PART 3(R) →								
	AVERAGE AUDIENCE (Households (000) & %)	{				17,040 21.9	20.8*			23.1*	15,950 20.5	19.6*			20.9*	21.1*	20.2*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				35 19.3	34 *			35 *	32 19.4	29 *			31 *	33 *	34 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	51.4	53.8	54.8	57.5	62.0	63.9	65.9	67.1	68.9	69.7	71.1	71.9	71.4	69.2	66.5	63.6
		WK. 2	50.2	52.2	54.4	58.1	59.6	62.6	64.9	66.2	65.9	67.0	67.3	67.2	65.9	63.9	60.9	57.4
U.S. TV Households:		77,800,000																

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE. MON. SEPT. 22, 1980

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,360 14.6		11,590 14.9		12,680 16.3		11,590 14.9		13,300 17.1			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (OP)		HART TO HART (10:00-10:55PM)(R) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)						10,040 12.9		10,430 13.4		11,360 14.6		10,350 13.3		10,110 13.0		13.3*	12.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 12.5	13.3	20 13.0	13.8	21 14.2	15.0	20 13.3	13.4	22 13.5	22*	13.0	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,510 22.5								20,460 26.3			
	CBS TV						CARNIVAL OF THRILLS (R)(OP)								LYNDA CARTER ENCORE			
	AVERAGE AUDIENCE (Households (000) & %)						11,360 14.6	12.8*		14.5*		14.8*		16.2*	19.3	19.6*		19.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 12.4	20*	22*	22*	22*	22*	24*	16.7	33 19.5	32*	33*	18.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						32,360 41.6								20,770 26.7			
	NBC TV						NBC TUESDAY NIGHT MOVIE SHOGUN, PART 2 (OP)								QUINCY, M.E.			
	AVERAGE AUDIENCE (Households (000) & %)						24,660 31.7	29.0*		31.9*		33.0*		33.1*	16,650 21.4	21.9*		20.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						48 28.0	46*	49*	49*	48*	33.6	49*	32.6	36 22.2	36*	20.7	37*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,130 23.3		16,880 21.7		17,430 22.4		16,880 21.7		15,560 20.0			
	ABC TV						HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		ABC NEWS CLOSEUP DEATH IN A SOUTHWEST PRISON			
	AVERAGE AUDIENCE (Households (000) & %)						15,170 19.5		14,780 19.0		15,720 20.2		14,940 19.2		11,670 15.0		15.4*	14.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 18.0	21.0	32 18.8	19.2	32 19.6	20.9	31 19.4	19.1	26 15.9	26*	14.3	26*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,080 27.1											
	CBS TV						PAPILLON (8:00-10:55PM)(R) (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7	13.9*		15.2*		15.0*		14.9*		14.6*		14.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 13.8	24*	25*	25*	24*	15.1	24*	14.8	24 14.6	24*	14.9	26*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						24,820 31.9											
	NBC TV						NBC TUESDAY NIGHT MOVIE CENTENNIAL, PART 4(R) (8:00-10:55PM)(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)						15,480 19.9	16.0*		18.5*		20.1*		21.6*		22.0*		21.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						33 15.4	28*	31*	31*	32*	21.1	35*	22.0	37 22.0	37*	22.1	38*
TV HOUSEHOLDS USING TV WK. 1		52.4	54.4	56.3	58.7	61.8	63.9	64.6	66.2	67.7	68.4	67.9	67.5	62.0	60.3	58.3	56.1	
(See Def. 1) WK. 2		51.5	53.5	52.9	54.8	56.6	58.8	59.6	60.5	62.3	62.9	62.5	62.7	60.6	59.6	58.1	53.8	
U.S. TV Households: 77,800,000																		

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	17,580 22.6																
	AVERAGE AUDIENCE (Households (000) & %)	13,300 17.1																
	SHARE OF AUDIENCE %	28																
	AVG. AUD. BY ¼ HR.	15.5																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	12,600 16.2																
	AVERAGE AUDIENCE (Households (000) & %)	9,180 11.8																
	SHARE OF AUDIENCE %	19																
	AVG. AUD. BY ¼ HR.	11.6																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	25,210 32.4																
	AVERAGE AUDIENCE (Households (000) & %)	19,610 25.2																
	SHARE OF AUDIENCE %	41																
	AVG. AUD. BY ¼ HR.	21.4																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	23,180 29.8																
	AVERAGE AUDIENCE (Households (000) & %)	13,930 17.9																
	SHARE OF AUDIENCE %	29																
	AVG. AUD. BY ¼ HR.	13.7																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	13,300 17.1																
	AVERAGE AUDIENCE (Households (000) & %)	9,490 12.2																
	SHARE OF AUDIENCE %	21																
	AVG. AUD. BY ¼ HR.	13.0																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	21,160 27.2																
	AVERAGE AUDIENCE (Households (000) & %)	16,260 20.9																
	SHARE OF AUDIENCE %	35																
	AVG. AUD. BY ¼ HR.	18.5																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	50.7	52.0	51.5	53.2	57.4	61.6	62.7	64.4	65.1	65.9	66.0	66.7	65.1	64.3	63.3	61.3
U.S. TV Households: 77,800,000		WK. 2	51.7	53.1	53.4	54.8	56.1	58.6	60.1	62.0	62.6	63.1	63.9	64.2	63.2	62.2	60.4	57.5

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,430 13.4		12,600 16.2		12,990 16.7				12,140 15.6			
	ABC TV						WORK & MINDY (R)		ANGIE (R)		CATASTROPHE NO SAFE PLACE (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						9,100 11.7		11,280 14.5		10,040 12.9		13.0*		8,250 10.6		10.8*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 11.0	12.3	24 14.1	15.0	20 12.8	20 *	12.9	20 *	17 11.2	17 *	10.4	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,770 17.7		17,270 22.2									
	CBS TV						HOW BUGS BUNNY WON-WEST (R)(OP)				PIECE OF THE ACTION (8:30-10:54PM) (R)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,440 14.7		8,640 11.1	9.4*	10.5*		11.1*		12.4*		12.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 14.5	15.0	18 9.5	16 *	16 *	10.5	17 *	11.4	19 *	12.5	12.3	11.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						24,040 30.9				35,240 45.3							
	NBC TV						GAMES PEOPLE PLAY (OP)				NBC THURSDAY NIGHT MOVIES SHOGUN, PART 4							
	AVERAGE AUDIENCE (Households (000) & %)						16,730 21.5	18.7*		24.3*	27,700 35.6	34.5*		35.9*		36.8*		35.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						38 17.9	34 *	41 *	56	54 *	55 *	35.8	57 *	57 *	36.5	36.2	34.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						19,450 25.0								14,550 18.7			
	ABC TV										ABC MOVIE SPECIAL THE BAD NEWS BEARS GO TO JAPAN (OP)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)						10,350 13.3	11.7*		12.5*		14.5*		14.7*	10,110 13.0	13.0*		13.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 11.7	21 *	21 *	24 *	14.4	14.6	14.9	25 *	23 13.1	23 *	12.9	13.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,850 26.8				19,610 25.2							
	CBS TV						MAGIC-DAVID COPPERFIELD (OP)								RUMOR OF WAR-PT. 2			
	AVERAGE AUDIENCE (Households (000) & %)						15,250 19.6	18.8*		20.3*	12,210 15.7	14.7*		15.0*		16.4*		16.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 18.3	33 *	35 *	27	25 *	25 *	14.5	25 *	28 *	23 *	17.2	16.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,260 20.9				21,550 27.7							
	NBC TV						GAMES PEOPLE PLAY (OP)				NBC THURSDAY NIGHT MOVIES RAGE							
	AVERAGE AUDIENCE (Households (000) & %)						11,280 14.5	14.1*		14.8*	14,630 18.8	18.4*		19.0*		19.0*		18.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						25 13.9	25 *	25 *	32	31 *	32 *	19.0	32 *	33 *	19.0	18.8	18.6
TV HOUSEHOLDS USING TV		WK. 1	46.0	47.8	49.3	51.8	53.8	56.2	58.1	60.9	62.9	64.8	65.1	65.7	65.0	63.5	62.8	59.6
(See Def. 1)		WK. 2	52.0	53.7	54.5	55.9	55.7	57.1	57.5	58.9	59.5	60.1	60.0	59.7	58.4	56.8	55.4	53.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{		11,200 14.4		9,340 12.0		11,750 15.1		ABC FRIDAY NIGHT MOVIE ONCE UPON A SPY								
ABC TV		{		BENSON (R)		BENJI AT WORK (R)(OP)												
AVERAGE AUDIENCE (Households (000) & %)		{		9,800 12.6		8,090 10.4		5,910 7.6		7.7*		7.0*		7.4*		8.2*		
SHARE OF AUDIENCE %		{		22		18		12		13 *		11 *		12 *		14 *		
AVG. AUD. BY ¼ HR. %		{		12.2		13.0		10.8		10.1		7.8		7.5		7.0		
TOTAL AUDIENCE (Households (000) & %)		{		11,830 15.2		17,270 22.2		15,090 19.4										
CBS TV		{		INCREDIBLE HULK (R)(OP)		DUKES OF HAZZARD (R)		DALLAS (10:00-10:58PM)(R) (S)(OP)										
AVERAGE AUDIENCE (Households (000) & %)		{		8,170 10.5		14,080 18.1		12,840 16.5										
SHARE OF AUDIENCE %		{		18		16 *		20 *		17.3*		29 *		18.9*		30 *		
AVG. AUD. BY ¼ HR. %		{		8.8		9.2		11.2		12.8		16.4		18.3		18.9		
TOTAL AUDIENCE (Households (000) & %)		{		33,140 42.6				NBC FRIDAY MOVIE OF-WEEK SHOGUN, PART 5 (OP)										
ABC TV		{		24,510 31.5		27.1*		29.4*				32.3*		33.2*		33.5*		
AVERAGE AUDIENCE (Households (000) & %)		{		53		48 *		50 *				53 *		53 *		55 *		
SHARE OF AUDIENCE %		{		26.3		27.9		28.9		29.9		32.0		32.6		33.1		
AVG. AUD. BY ¼ HR. %		{		10,810 13.9		10,430 13.4		17,430 22.4										
ABC TV		{		BENSON (R)		ANGIE(B) (R)(OP)		ABC FRIDAY NIGHT MOVIE FOR THE LOVE OF IT (9:00-10:54PM)(S)(OP)										
AVERAGE AUDIENCE (Households (000) & %)		{		9,340 12.0		9,340 12.0		9,960 12.8		12.7*		12.3*		13.4*		12.7*		
SHARE OF AUDIENCE %		{		23		22		24		23 *		22 *		25 *		25 *		
AVG. AUD. BY ¼ HR. %		{		11.3		12.6		11.9		12.1		12.8		12.6		12.2		
TOTAL AUDIENCE (Households (000) & %)		{		15,640 20.1		21,320 27.4		20,930 26.9										
CBS TV		{		INCREDIBLE HULK (R)(OP)		DUKES OF HAZZARD (R)		DALLAS (R)										
AVERAGE AUDIENCE (Households (000) & %)		{		11,200 14.4		12.7*		17,430 22.4		21.7*		23.1*		17,040 21.9		22.0*		
SHARE OF AUDIENCE %		{		27		25 *		40		39 *		41 *		42		43 *		
AVG. AUD. BY ¼ HR. %		{		12.4		13.1		15.4		16.6		20.9		22.6		22.8		
TOTAL AUDIENCE (Households (000) & %)		{		11,980 15.4		10,040 12.9		10,810 13.9				10,890 14.0						
NBC TV		{		FLINTSTONES		FACTS OF LIFE (R)(OP)		SPEAK UP AMERICA				NBC MAGAZINE						
AVERAGE AUDIENCE (Households (000) & %)		{		10,190 13.1		8,640 11.1		8,090 10.4		10.1*		10.7*		10.0		10.8*		
SHARE OF AUDIENCE %		{		25		21		19		18 *		19 *		19		20 *		
AVG. AUD. BY ¼ HR. %		{		13.1		13.0		11.0		11.2		9.9		10.3		10.8		

TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	44.6	45.9	47.0	50.7	56.0	58.0	58.2	59.1	60.2	61.2	62.1	62.3	61.0	61.1	60.7	59.7
		WK. 2	47.7	48.7	49.6	51.2	51.1	52.5	52.7	54.2	54.8	55.5	55.8	56.1	54.0	53.4	52.2	49.4
U.S. TV HOUSEHOLDS: 77,800,000																		

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W	TOTAL AUDIENCE (Households (000) & %)		{		21,710 27.9		LOVE BOAT (R)(OP)						16,100 20.7		FANTASY ISLAND (10:00-10:55PM)(R) (S)(OP)	
	ABC TV		{		13,930 17.9		13.6*		18.5*		19.6*		20.0*		12,760 16.4	
	AVERAGE AUDIENCE (Households (000) & %)		{		36 12.4		30 *		37 *		38 *		37 *		31	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		17.7		19.4		19.4		19.8		20.2		19.8	
E	TOTAL AUDIENCE (Households (000) & %)		{		10,500 13.5		15,870 20.4		CHINATOWN (R)							
	CBS TV		{		8,640 11.1		8,560 11.0		9.5*		10.6*		11.2*		11.9*	
	AVERAGE AUDIENCE (Households (000) & %)		{		24 11.1		21		19 *		20 *		21 *		22 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		9.8		9.2		10.7		10.6		11.1		11.2	
K	TOTAL AUDIENCE (Households (000) & %)		{		21,240 27.3		NBC SATURDAY NIGHT MOVIES CENTENNIAL PART 1(R) (8:00-10:55PM)(S)(OP)									
	ABC TV		{		11,900 15.3		13.6*		14.0*		15.3*		16.3*		16.6*	
	AVERAGE AUDIENCE (Households (000) & %)		{		30 13.1		30 *		28 *		30 *		30 *		31 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		13.7		14.4		15.0		15.6		16.3		17.0	
1	TOTAL AUDIENCE (Households (000) & %)		{		24,350 31.3		LOVE BOAT (R)(OP)						16,570 21.3		FANTASY ISLAND (10:00-10:55PM)(R) (S)(OP)	
	ABC TV		{		16,340 21.0		16.6*		21.7*		23.0*		22.7*		12,910 16.6	
	AVERAGE AUDIENCE (Households (000) & %)		{		38 15.8		31 *		39 *		41 *		41 *		32	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		21.0		22.4		22.8		23.2		22.1		16.9	
E	TOTAL AUDIENCE (Households (000) & %)		{		14,550 18.7		18,210 23.4		CBS SATURDAY NIGHT MOVIE BLACK SUNDAY(R) (8:30-11:30PM)							
	CBS TV		{		12,290 15.8		8,170 10.5		9.7*		9.0*		9.0*		10.4*	
	AVERAGE AUDIENCE (Households (000) & %)		{		29 15.8		20		18 *		16 *		16 *		20 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		10.7		8.7		9.2		8.8		8.8		9.2	
K	TOTAL AUDIENCE (Households (000) & %)		{		21,710 27.9		NBC SATURDAY NIGHT MOVIES CENTENNIAL PART 5(R) (8:00-10:55PM)(S)(OP)									
	ABC TV		{		12,140 15.6		13.5*		14.9*		15.6*		16.0*		16.7*	
	AVERAGE AUDIENCE (Households (000) & %)		{		29 13.4		25 *		27 *		28 *		29 *		32 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		{		14.7		15.1		15.4		15.8		16.1		15.8	
TV HOUSEHOLDS USING TV WK. 1		{		38.6		39.8		41.7		43.3		45.0		47.3		
(See Def. 1) WK. 2		{		46.5		49.3		51.4		52.7		53.1		55.3		
U.S. TV Households: 77,800,000		{		51.4		52.3		53.4		54.0		53.5		52.6		
		{		51.7		50.8		50.1		50.1		50.1		50.1		

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 5,520 7.1													
	ABC TV		{ ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,980 6.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 14 6.4													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ %													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 14,470 18.6													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,340 12.0													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 38													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,670 6.0													
	ABC TV		{ ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)		{ 4,510 5.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 12 5.8													
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{													
	CBS TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 29 *													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 12,680 16.3													
	NBC TV		{													
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,240 9.3													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ % 30													

TV HOUSEHOLDS USING TV		WK. 1	47.8	44.0	38.2	35.4	32.4	29.5	26.9	23.6	20.9	18.7	16.4	14.1	11.9	10.0	9.1	7.8
(See Def. 1)		WK. 2	48.0	44.6	38.6	34.8	30.5	28.3	26.4	24.5	22.0	19.8	17.6	16.0	12.8	10.7	8.8	7.8

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	ABC TV TOTAL AUDIENCE (Households (000) & %) { 13,770 17.7 THOSE AMAZING ANIMALS (7:07-8:00PM)(OP) AVERAGE AUDIENCE (Households (000) & %) { 9,800 12.6 11.1* 13.7* 22.1 20.8* 23.4* 21.0 18.9* 19.5* 22.9* 22.6* SHARE OF AUDIENCE % 23 21 * 25 * 36 35 * 38 * 35 29 * 30 * 37 * 38 * AVG. AUD. BY ¼ HR. % 10.0 11.7 13.1 14.3 19.1 22.4 23.0 23.9 18.4 19.3 18.8 20.2 22.8 23.0 22.9 22.4 TOTAL AUDIENCE (Households (000) & %) { 22,480 28.9 GUINNESS BK-WORLD RECORDS (OP) ABC SUNDAY NIGHT MOVIE MIDNIGHT EXPRESS (9:00-11:27PM)															
E	CBS TV TOTAL AUDIENCE (Households (000) & %) { 22,800 29.3 (1) 60 MINUTES ARCHIE BUNKER'S PLACE (R) ALICE (R) JEFFERSONS (R) (S)(OP) PRESIDENTIAL DEBATE CBS (SUS) (10:00-11:04PM) AVERAGE AUDIENCE (Households (000) & %) { 17,190 22.1 22.4* 12,140 15.6 14,240 20.1 15,640 20.1 SHARE OF AUDIENCE % 40 40 * 26 29 32 AVG. AUD. BY ¼ HR. % 15.6 21.4 22.2 22.6 22.3 15.3 16.0 15.8 20.7 19.3 21.0															
K	NBC TV TOTAL AUDIENCE (Households (000) & %) { 9,100 11.7 14,320 18.4 CHIPS(B) (7:00-7:18PM)(-OP) CHIPS (7:18-8:00PM)(OP) BIG EVENT CENTENNIAL, PART 2(R) (8:00-9:55PM)(S)(OP) ANDERSON-REAGAN DEBATE (SUS) (10:00-11:03PM) AVERAGE AUDIENCE (Households (000) & %) { 8,170 10.5 11,830 15.2 13,380 17.2 14.2* 16.0* 19.3* 19.8* SHARE OF AUDIENCE % 20 28 28 * 24 * 26 * 31 * 32 * AVG. AUD. BY ¼ HR. % 10.2 14.3 15.2 15.8 13.0 15.3 15.4 16.7 18.9 19.7 19.6 20.0															
1	ABC TV TOTAL AUDIENCE (Households (000) & %) { 13,770 17.7 THOSE AMAZING ANIMALS (OP) ABC SUNDAY NIGHT MOVIE MARILYN: THE UNTOLD STORY AVERAGE AUDIENCE (Households (000) & %) { 10,660 13.7 12.5* 14.9* 18,210 23.4* 22.4* 23.5* 23.7* 23.4* 24.2* 23.2* SHARE OF AUDIENCE % 24 23 * 25 * 37 36 * 36 * 35 * 35 * 39 * 40 * AVG. AUD. BY ¼ HR. % 11.6 13.4 14.5 15.3 21.9 22.9 23.2 23.8 24.3 23.2 23.1 23.6 24.4 24.1 23.6 22.8															
W	CBS TV TOTAL AUDIENCE (Households (000) & %) { 23,960 30.8 60 MINUTES ARCHIE BUNKER'S PLACE (R) ONE DAY AT A TIME (R)(OP) ALICE (R) JEFFERSONS (R) TRAPPER JOHN, III D. (10:00-10:58PM)(R) (S)(OP) AVERAGE AUDIENCE (Households (000) & %) { 19,530 25.1 24.1* 26.0* 10,970 14.1 11,440 14.7 14,000 18.0 15,250 11,590 14.9 15.5* 14.3* SHARE OF AUDIENCE % 44 44 * 43 * 23 22 27 29 25 25 * 25 * AVG. AUD. BY ¼ HR. % 22.6 25.7 26.5 25.6 14.0 14.2 14.3 15.0 16.9 19.1 19.0 20.2 15.7 15.3 14.8 13.5															
E	NBC TV TOTAL AUDIENCE (Households (000) & %) { 12,530 16.1 DISNEY'S WONDERFUL WORLD SHAGGY DOG, PART I(R) (7:09-8:00PM)(OP) CHIPS (OP) BIG EVENT THE BOYS FROM BRAZIL (9:00-10:55PM)(S)(OP) AVERAGE AUDIENCE (Households (000) & %) { 9,260 11.9 10.9* 12.7* 15,020 19.3 18.2* 20.3* 14,320 18.4 19.1* 18.3* 18.3* 18.5* 17.7* SHARE OF AUDIENCE % 20 19 * 21 * 30 29 * 31 * 29 28 * 28 * 29 * 31 * AVG. AUD. BY ¼ HR. % 10.4 11.1 11.9 13.4 17.7 18.7 20.0 20.7 19.2 18.9 18.7 18.3 18.5 18.2 18.3 16.8															
K	TV HOUSEHOLDS USING TV WK. 1 WK. 2 (See Def. 1) 52.9 54.0 54.9 56.4 58.6 60.1 61.2 63.0 64.1 64.7 66.0 65.1 63.6 61.7 59.9 57.8 54.0 56.8 59.1 60.6 61.7 63.5 64.9 66.7 67.2 67.6 66.9 66.7 63.0 61.4 59.7 55.3															
2	U.S. TV Households: 77,800,000 (1) CBS NFL FOOTBALL GAME 2, VARIOUS TEAMS & TIMES, CBS(4:00-7:15PM)~ For explanation of symbols, See page A															

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{ 5,680 7.3 (1) — ABC WEEKEND REPORT-SUN. — (-OP) (11:27-12:12AM)															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 3,500 4.5															
SHARE OF AUDIENCE %		{ 14															
AVG. AUD. BY ¼ HR.		{ 22.3 6.5 5.3 4.1 3.5															
TOTAL AUDIENCE (Households (000) & %)		{ 6,380 8.2 CBS SUNDAY NEWS-BRADLEY (11:04-11:10PM) (SUS-OP)															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 6,070 7.8															
SHARE OF AUDIENCE %		{ 15															
AVG. AUD. BY ¼ HR.		{ 7.8 7.7 7.0 6.3															
TOTAL AUDIENCE (Households (000) & %)		{ 2,880 3.7 DECISION '80-SUN (11:34-12:03AM) (-OP)															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 2,410 3.1															
SHARE OF AUDIENCE %		{ 10															
AVG. AUD. BY ¼ HR.		{ 3.1 3.1 1.9 2.0 1.8 1.8 1.5 1.6 1.3 1.2 1.2															
TOTAL AUDIENCE (Households (000) & %)		{ 4,360 5.6 ABC WEEKEND REPORT-SUN															
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,200 5.4															
SHARE OF AUDIENCE %		{ 12															
AVG. AUD. BY ¼ HR.		{ 5.4															
TOTAL AUDIENCE (Households (000) & %)		{ 5,910 7.6 CBS SUNDAY NEWS-BRADLEY															
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,760 7.4															
SHARE OF AUDIENCE %		{ 17															
AVG. AUD. BY ¼ HR.		{ 7.4															
TOTAL AUDIENCE (Households (000) & %)		{ 3,500 4.5 DECISION '80-SUN															
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)		{ 2,880 3.7															
SHARE OF AUDIENCE %		{ 13															
AVG. AUD. BY ¼ HR.		{ 3.7 3.6 1.9 1.7 1.7 1.7 1.8 1.8 1.9 1.8 1.6															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	54.0	47.4	36.7	29.5	24.5	21.8	19.3	16.9	14.1	12.0	10.3	8.7	7.8	7.1	6.5
		WK. 2	45.5	39.9	31.0	26.6	22.7	19.9	17.8	16.0	14.2	11.8	9.6	8.3	6.6	5.3	4.3

U.S. TV Households: 77,800,000

(1) ABC SUNDAY NIGHT MOVIE, MIDNIGHT EXPRESS, ABC, (9:00-11:27PM)

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5				{ 4,980 6.4											
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4				{ 4,200 5.4											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 4.3 4.6				{ 31 5.2 5.6											
E	TOTAL AUDIENCE (Households (000) & %)	{ 2,490 3.2				{ 2,720 3.5				{ 3,810 4.9				{ 4,360 5.6			
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F				ALICE M-F			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,630 2.1				{ 1,480 1.9				{ 3,270 4.2				{ 3,660 4.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 13 1.8 2.2				{ 11 1.9 1.8*				{ 24 3.9 4.5				{ 27 4.6 4.8			
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,280 5.5				{ 5,130 6.6				{ 2,260 2.9				{ 2,260 2.9			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DAVID LETTERMAN 1				DAVID LETTERMAN- 2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,420 4.4				{ 4,120 5.3				{ 1,870 2.4				{ 1,950 2.5			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 27 4.3 4.6				{ 30 5.3 5.3				{ 14 2.5 2.3				{ 14 2.4 2.5			
1	TOTAL AUDIENCE (Households (000) & %)	{ 4,670 6.0				{ 5,210 6.7											
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,660 4.7				{ 4,280 5.5											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 29 4.5 4.9				{ 31 5.5 5.5											
W	TOTAL AUDIENCE (Households (000) & %)	{ 2,880 3.7				{ 2,570 3.3				{ 4,200 5.4				{ 4,670 6.0			
	CBS TV	MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				JEFFERSONS M-F				ALICE M-F			
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,790 2.3				{ 1,400 1.8				{ 3,500 4.5				{ 4,050 5.2			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 15 2.2 2.3				{ 10 1.6 1.7				{ 26 4.0 4.9				{ 30 5.0 5.4			
E	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 5.4				{ 5,060 6.5				{ 2,020 2.6				{ 1,950 2.5			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (S)(OP)				DAVID LETTERMAN- 1				DAVID LETTERMAN- 2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3				{ 4,280 5.5				{ 1,630 2.1				{ 1,560 2.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 4.1 4.5				{ 31 5.7 5.4				{ 12 2.2 1.9				{ 11 1.9 2.1			
K	TOTAL AUDIENCE (Households (000) & %)	{ 4,200 5.4				{ 5,060 6.5				{ 2,020 2.6				{ 1,950 2.5			
	NBC TV	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) (S)(OP)				DAVID LETTERMAN- 1				DAVID LETTERMAN- 2 (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,350 4.3				{ 4,280 5.5				{ 1,630 2.1				{ 1,560 2.0			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{ 26 4.1 4.5				{ 31 5.7 5.4				{ 12 2.2 1.9				{ 11 1.9 2.1			
TV HOUSEHOLDS USING TV WK. 1		8.1	10.9	12.8	14.5	16.0	17.3	17.6	18.1	17.8	17.5	17.8	18.1	17.6	17.6	17.5	17.7
(See Def. 1)		8.1	10.9	12.8	14.4	16.1	17.0	17.2	17.6	18.0	18.1	18.3	18.3	17.5	17.6	17.3	17.9
U.S. TV Households. 77,800,000																	

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)		{ 5,060 6.5		{ 5,760 7.4		{ 6,380 8.2		{ 8,870 11.4		{ 9,180 11.8							
ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,730 4.8		{ 4,900 6.3		{ 5,450 7.0		{ 7,000 9.0		{ 7,080 9.1		{ 9.4* 9.4*					
SHARE OF AUDIENCE %		{ 25 24 *		{ 26 *		{ 30		{ 35 34 *		{ 35 *		{ 35 *					
AVG. AUD. BY ¼ HR. %		{ 4.1 4.5		{ 5.4		{ 6.0 6.6		{ 8.7 9.0		{ 9.1 9.1		{ 9.2 9.6					
TOTAL AUDIENCE (Households (000) & %)		{ 4,750 6.1		{ 5,290 6.8		{ 5,520 7.1		{ 7,160 9.2		{ 7,160 9.2							
CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS >(S)(OP)							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,120 5.3		{ 4,670 6.0		{ 4,670 6.0		{ 5,600 7.2		{ 5,680 7.3		{ 7.3* 7.3*					
SHARE OF AUDIENCE %		{ 29 30		{ 26 *		{ 26		{ 30 29 *		{ 30 *		{ 27 *					
AVG. AUD. BY ¼ HR. %		{ 5.0 5.5		{ 5.9 6.2		{ 6.0 6.0		{ 6.7 7.2		{ 7.5 7.5		{ 7.3 7.3					
TOTAL AUDIENCE (Households (000) & %)		{ 3,500 4.5		{ 3,500 4.5		{ 2,490 3.2		{ 3,420 4.4		{ 5,680 7.3		{ 4,980 6.4					
NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD					
AVERAGE AUDIENCE (Households (000) & %)		{ 2,880 3.7		{ 3,030 3.9		{ 2,180 2.8		{ 2,800 3.6		{ 4,200 5.4		{ 3,730 4.8					
SHARE OF AUDIENCE %		{ 20 20		{ 13		{ 15		{ 21 20 *		{ 21 *		{ 18 19 *					
AVG. AUD. BY ¼ HR. %		{ 3.6 3.9		{ 3.9 4.0		{ 2.7 2.9		{ 3.7 3.6		{ 5.0 5.4		{ 5.0 4.8					
TOTAL AUDIENCE (Households (000) & %)		{ 5,130 6.6		{ 5,450 7.0		{ 5,680 7.3		{ 8,790 11.3		{ 8,480 10.9							
ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (SUS-OP)(OP)		ONE LIFE TO LIVE (SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)		{ 3,810 4.9		{ 4,510 5.8		{ 4,820 6.2		{ 6,770 8.7		{ 6,770 8.7		{ 8.8* 8.8*					
SHARE OF AUDIENCE %		{ 26 26 *		{ 26 *		{ 26		{ 33 33 *		{ 34 *		{ 32 *					
AVG. AUD. BY ¼ HR. %		{ 4.5 4.7		{ 5.3		{ 5.6 6.0		{ 6.0 6.4		{ 8.1 8.8		{ 8.6 8.8					
TOTAL AUDIENCE (Households (000) & %)		{ 4,980 6.4		{ 5,450 7.0		{ 5,520 7.1		{ 7,390 9.5		{ 7,470 9.6							
CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (SUS-OP) (OP)				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS >(S)(OP)		AS THE WORLD TURNS (SUS-OP)							
AVERAGE AUDIENCE (Households (000) & %)		{ 4,120 5.3		{ 4,750 6.1		{ 4,900 6.3		{ 5,840 7.5		{ 6,150 7.9		{ 8.0* 8.0*					
SHARE OF AUDIENCE %		{ 29 31		{ 27		{ 27		{ 31 30 *		{ 31 *		{ 29 *					
AVG. AUD. BY ¼ HR. %		{ 5.1 5.6		{ 6.0 6.1		{ 6.2 6.3		{ 7.0 7.5		{ 7.8 7.8		{ 7.6 8.0					
TOTAL AUDIENCE (Households (000) & %)		{ 3,110 4.0		{ 3,500 4.5		{ 2,410 3.1		{ 3,730 4.8		{ 5,760 7.4		{ 4,900 6.3					
NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES >(S)(OP)		ANOTHER WORLD					
AVERAGE AUDIENCE (Households (000) & %)		{ 2,570 3.3		{ 3,110 4.0		{ 2,020 2.6		{ 2,960 3.8		{ 4,360 5.6		{ 3,810 4.9					
SHARE OF AUDIENCE %		{ 18 21		{ 12		{ 16		{ 21 21 *		{ 22 *		{ 18 18 *					
AVG. AUD. BY ¼ HR. %		{ 3.1 3.5		{ 3.8 4.2		{ 2.5 2.7		{ 3.6 4.0		{ 5.4 5.4		{ 4.9 5.0					
TV HOUSEHOLDS USING TV WK. 1 (See Def. 1)		WK. 1	18.0	19.0	19.8	20.9	22.3	23.7	23.7	24.5	25.5	26.2	25.5	25.9	25.8	26.7	26.7
		WK. 2	18.1	18.6	19.2	20.5	22.2	23.5	23.8	24.7	25.7	26.6	26.0	26.4	26.4	27.3	27.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEPT.15-19, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 10,580 13.6		GENERAL HOSPITAL (SUS-OP)		4,750 6.1		EDGE OF NIGHT (MTUWF)(SUS-OP)		9,410 12.1		ABC WORLD NEWS TONIGHT																
	ABC TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,560 11.0		10.8*		11.3*		4,120 5.3		8,170 10.5																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 38 10.6		39 *		38 *		19 5.5		22 10.4		10.7																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 7,080 9.1		GUIDING LIGHT >(S)(OP)		3,030 3.9		ONE DAY AT A TIME M-F (MTUWF)(SUS-OP)		11,050 14.2		CBS EVENING NEWS- CRONKITE																
	CBS TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 5,840 7.5		7.4*		7.5*		2,570 3.3		9,730 12.5																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 26 7.4		27 *		26 *		12 3.0		26 12.3		12.6																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 4,430 5.7		TEXAS (SUS-OP)						9,880 12.7		NBC NIGHTLY NEWS																
	NBC TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,190 4.1		4.2*		3.9*				8,400 10.8																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 14 4.2		15 *		13 *				23 10.4		11.2																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,040 12.9		GENERAL HOSPITAL (SUS-OP)		4,280 5.5		EDGE OF NIGHT (S)(OP)		10,660 13.7		ABC WORLD NEWS TONIGHT																
	ABC TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,010 10.3		10.1*		10.5*		3,660 4.7		9,020 11.6																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 35 9.8		36 *		35 *		16 4.7		24 11.5		11.7																
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 7,620 9.8		GUIDING LIGHT >(S)(OP)		3,580 4.6		ONE DAY AT A TIME M-F		11,360 14.6		CBS EVENING NEWS CRONKITE																
	CBS TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 6,300 8.1		8.0*		8.3*		2,960 3.8		9,880 12.7																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 28 8.0		28 *		28 *		13 3.5		26 12.7		12.8																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 4,750 6.1		TEXAS >(S)(OP)						10,350 13.3		NBC NIGHTLY NEWS																
	NBC TV																												
	AVERAGE AUDIENCE (Households (000) & %)		{ 3,500 4.5		4.4*		4.6*				9,100 11.7																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 15 4.5		16 *		15 *				24 11.5		11.8																
TV HOUSEHOLDS USING TV WK. 1														27.3	28.3	29.1	29.8	28.2	29.5	30.4	32.1	33.5	35.8	38.1	40.0	43.4	45.4	46.5	48.0
(See Def. 1) WK. 2														27.6	28.8	30.0	31.1	29.9	31.4	32.1	33.5	34.7	36.7	38.2	40.6	43.9	46.8	48.4	49.5
U.S. TV Households: 77 million																													

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY MON.-FRI. SEPT.22-26, 1980

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,190 4.1		4,510 5.8		3,730 4.8		4,430 5.7		5,520 7.1		6,150 7.9	
	ABC TV					GREATEST SUPERFRIENDS-I		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-I	
	AVERAGE AUDIENCE (Households (000) & %)					2,490 3.2		3,580 4.6		3,190 4.1		3,420 4.4		4,280 5.5		5,210 6.7	
	SHARE OF AUDIENCE %					30		30		22		22		25		29	
	AVG. AUD. BY ¼ HR.					2.8	3.5	4.5	4.7	4.0	4.2	4.5	4.4	5.0	6.0	6.5	7.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,720 3.5		4,900 6.3		7,080 9.1		7,620 9.8		8,090 10.4		7,160 9.2	
	CBS TV					NIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.7		3,350 4.3		5,680 7.3		6,540 8.4		6,920 8.9		5,990 7.7	
	SHARE OF AUDIENCE %					23		27		39		40		39		34	
	AVG. AUD. BY ¼ HR.					2.4	3.0	3.5	5.0	6.8	7.9	8.1	8.8	9.0	8.7	8.0	7.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,260 2.9		3,730 4.8		4,120 5.3		5,130 6.6		4,980 6.4		4,670 6.0	
	NBC TV					GODZILLA/ GLOBETROTTERS 1 (OP)		GODZILLA/ GLOBETROTTERS 2 (OP)		FRED & BARNEY/ SHMOO 1 (OP)		FRED & BARNEY/ SHMOO 2 (OP)		FRED & BARNEY/ SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,790 2.3		2,880 3.7		2,960 3.8		3,970 5.1		3,970 5.1		3,810 4.9	
	SHARE OF AUDIENCE %					21		24		21		25		23		21	
	AVG. AUD. BY ¼ HR.					2.0	2.7	3.6	3.7	3.2	4.4	5.0	5.2	5.4	4.8	4.8	5.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,030 3.9		4,200 5.4		4,280 5.5		4,750 6.1		5,910 7.6		6,690 8.6	
	ABC TV					GREATEST SUPERFRIENDS-I		GREATEST SUPERFRIENDS-2 (OP)		PLASTICMAN COMEDY-SHOW-1		PLASTICMAN COMEDY-SHOW-2		SCOOBY DOO (OP)		SCOOBY AND SCRAPPY DOO-I	
	AVERAGE AUDIENCE (Households (000) & %)					2,410 3.1		3,270 4.2		3,730 4.8		3,890 5.0		4,820 6.2		5,760 7.4	
	SHARE OF AUDIENCE %					28		27		24		23		27		32	
	AVG. AUD. BY ¼ HR.					3.0	3.3	4.0	4.5	4.6	4.9	5.0	5.0	5.8	6.5	6.9	7.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,500 4.5		5,600 7.2		7,000 9.0		8,010 10.3		7,160 9.2		5,910 7.6	
	CBS TV					NIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,720 3.5		4,120 5.3		5,910 7.6		6,540 8.4		6,070 7.8		4,590 5.9	
	SHARE OF AUDIENCE %					28		31		37		39		34		25	
	AVG. AUD. BY ¼ HR.					3.0	3.9	4.6	6.1	7.3	7.8	8.1	8.6	8.0	7.7	6.2	5.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,410 3.1		3,500 4.5		3,970 5.1		4,820 6.2		5,370 6.9		5,210 6.7	
	NBC TV					GODZILLA/ DYNABUTT HOUR I (OP)		GODZILLA/ DYNABUTT HOUR II (OP)		FRED & BARNEY/ SHMOO 1 (OP)		FRED & BARNEY/ SHMOO 2 (OP)		FRED & BARNEY/ SHMOO 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					1,950 2.5		2,720 3.5		3,350 4.3		3,890 5.0		4,280 5.5		4,120 5.3	
	SHARE OF AUDIENCE %					23		22		22		23		24		23	
	AVG. AUD. BY ¼ HR.					2.2	2.7	3.4	3.5	4.1	4.5	4.9	5.0	5.2	5.8	5.2	5.3
TV HOUSEHOLDS USING TV WK. 1		4.8	5.8	6.7	8.2	10.5	12.8	15.3	16.9	17.7	19.9	20.4	21.3	22.5	23.4	23.1	22.7
(See Def. 1) WK. 2		3.7	5.2	6.8	8.3	11.0	13.5	15.8	18.3	20.0	21.2	21.5	22.1	22.6	23.6	23.1	23.5

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6	4,510 5.8		5,060 6.5		5,520 7.1				5,520 7.1	14,240 18.3				
	ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE TROUBLE WITH MISS SWITCH, PART II		AMERICAN BANDSTAND '80				(1) (-OP)	NCAA FOOTBALL GAME VARIOUS TEAMS AND TIMES ~ (1:42-4:58PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,900 6.3	3,580 4.6		3,890 5.0		3,030 3.9	3.4*		4.3*	4,900 6.3	5,990 7.7			8.5*	8.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 6.5	21 6.2	4.5	22 4.7	5.3	17 3.4	15* 3.5		18* 4.3	27 6.3	28 6.8		8.5	33* 8.5	31* 8.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6	5,370 6.9		5,450 7.0		5,760 7.4		6,850 8.8		4,200 5.4					
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 6.4	4,360 5.6		4,430 5.7		4,750 6.1		5,290 6.8		3,270 4.2					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		29 6.7	26 6.1	5.7	25 5.4	5.7	27 5.7	28 6.5	28 6.9	17 6.7	17 4.4	17 4.0				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,360 5.6	4,360 5.6		3,660 4.7		3,190 4.1					3,580 4.6	11,200 14.4			
	NBC TV		JETSONS (OP)	JONNY QUEST (OP)		GODZILLA (OP)		FLASH GORDON(B)					(2) (-OP)	NBC MAJ LEAG BSBL — BOSTON VS NEW YORK YANKEES MONTREAL VS ST. LOUIS (2:16-5:20PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,890 5.0	3,500 4.5		3,030 3.9		2,650 3.4					3,270 4.2	4,510 5.8		4.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23 7.390	21 9.5	21 8.1	18 5.990	16 7.7	16 6.920	16 8.9	16 6.070	16 7.8	16 16,030	17 20.6	17 4.2	20 4.8	18* 4.8	18* 4.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,380 8.2	5,210 6.7		5,130 6.6		3,890 5.0	4.9*		5.1*	5,760 7.4	7,240 9.3			9.8*	9.9*
	ABC TV		SCOOBY AND SCRAPPY DOO-2 (OP)	LAFF-A-LYMPICS (OP)		ABC WEEKEND SPECIALS THE INCREDIBLE DETECTIVES		AMERICAN BANDSTAND '80				NCAA FOOTBALL PRE GAME	NCAA FOOTBALL GAME NEBRASKA VS PENN ST. ALABAMA ST. VS JACKSONVILLE ST. (1:45-5:02PM)				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,380 8.2	5,210 6.7		5,130 6.6		3,890 5.0	4.9*		5.1*	5,760 7.4	7,240 9.3			9.8*	9.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		36 8.1	27 8.3	27 6.7	26 6.8	26 7.1	18 5.0	18* 4.9	18* 5.1	18* 5.2	27 7.4	30 8.0		35* 9.7	34* 9.8	34* 10.0
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,910 7.6	5,840 7.5		5,840 7.5		6,610 8.5		6,920 8.9		4,200 5.4					
	CBS TV		ALL NEW POPEYE HOUR 2 (OP)	DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	5,060 6.5	4,670 6.0		4,980 6.4		5,990 7.7		5,680 7.3		3,500 4.5					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		27 6.4	23 6.6	23 6.0	24 6.0	24 6.3	29 6.5	29 7.6	26 7.9	26 7.4	17 7.2	17 4.9				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,810 4.9	4,980 6.4		4,120 5.3		3,580 4.6					4,670 6.0	9,260 11.9			
	NBC TV		BATMAN & SUPER 7 (OP)	BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		JETSONS					(3) (-OP)	NBC MAJ LEAG BSBL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (2:22-5:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,110 4.0	3,970 5.1		3,270 4.2		2,800 3.6					3,810 4.9	4,750 6.1		5.0*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		17 4.1	20 3.9	20 4.8	16 5.4	16 4.1	13 4.2	13 3.4	13 3.8	13 3.8	17 4.9	19 4.5		17* 4.7	17* 5.2	17* 5.2
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	22.3	21.5	20.9	21.9	22.4	22.7	22.6	23.0	24.5	24.7	24.5	25.1	25.9	26.7	27.3
		WK. 2	23.5	24.5	25.7	26.5	26.6	26.4	25.9	27.2	27.5	27.9	27.3	27.0	27.3	27.5	28.1

U.S. TV Households: 77,800,000

(1) NCAA FOOTBALL PRE GAME, ABC, (1:30-1:47PM)

A-29 (3) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:22PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A.

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	6,070 11,830 7.8 15.2																
	ABC TV	NCAA FOOTBALL GAME VARIOUS TEAMS & TIMES (1:42-4:58PM)(SUS-OP) (1) ABC WIDE WORLD-SPORTS SAT (5:10-8:30PM) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	5,910 6,070 7.6 7.8 7.0* 7.3* 8.9*																
	SHARE OF AUDIENCE %	25 25 23* 24* 26*																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	6,380 7,000 5,990 8.2 9.0 7.7																
	CBS TV	CBS SPORTS SPECTACULAR WOODWARD STAKES (5:00-5:54PM) (S)(OP) CBS SAT. NEWS-SCHIEFFER																
	AVERAGE AUDIENCE (Households (000) & %)	2,960 3,730 5,060 3.8 4.8 4.3* 5.5* 6.5																
	SHARE OF AUDIENCE %	13 16 14* 18* 18																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	6,300 8.1 NBC NIGHTLY NEWS-SAT.																
	NBC TV	NBC MAJOR LEAGUE BASEBALL BOSTON VS NEW YORK YANKEES MONTREAL VS ST. LOUIS (2:16-5:20PM)																
	AVERAGE AUDIENCE (Households (000) & %)	5,210 6.7																
	SHARE OF AUDIENCE %	20* 21* 20* 21* 19																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	7,940 15,720 10.2 20.2																
	ABC TV	NCAA FOOTBALL GAME NEBRASKA VS PENN ST. ALABAMA ST. VS JACKSONVILLE ST. (1:45-5:02PM)(-OP) (2) ABC WIDE WORLD-SPORTS SAT																
	AVERAGE AUDIENCE (Households (000) & %)	7,700 8,950 9.9 11.5 11.0* 11.5* 11.9*																
	SHARE OF AUDIENCE %	30 31 31* 31* 29*																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	8,790 8,640 11.3 11.1																
	CBS TV	CBS SPORTS SPECTACULAR (4:30-5:55PM) (S)(OP) CBS SAT. NEWS-SCHIEFFER																
	AVERAGE AUDIENCE (Households (000) & %)	3,660 7,550 4.7 4.5* 4.6* 5.0* 9.7																
	SHARE OF AUDIENCE %	14 13* 14* 14* 22																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	7,700 9.9 NBC NIGHTLY NEWS-SAT.																
	NBC TV	NBC MAJOR LEAGUE BASEBALL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (2:22-5:00PM)																
	AVERAGE AUDIENCE (Households (000) & %)	6,460 8.3																
	SHARE OF AUDIENCE %	20* 19* 21* 20* 19																
TV HOUSEHOLDS USING TV WK. 1		27.8	28.5	29.0	29.2	29.4	30.5	30.5	31.8	32.1	30.4	30.3	31.2	32.7	34.4	35.9	36.7	
(See Def. 1) WK. 2		30.3	29.9	31.2	32.8	32.3	33.6	34.9	35.1	35.0	36.3	36.8	36.9	39.2	41.7	43.1	45.2	
U.S. TV Households: 77,800,000																		

U.S. TV Households: 77,800,000

(1) NCAA FOOTBALL POST GAME, ABC, (4:58-5:10PM)

(2) NCAA FOOTBALL POST GAME, ABC, (4:48-5:00PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 27, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)																	3,030 3.9 KIDS ARE PEOPLE TOO I
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	2,490 3.2
SHARE OF AUDIENCE %																	17
AVG. AUD. BY ¼ HR. %																	3.0 3.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
1	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																

TV HOUSEHOLDS USING TV	WK. 1	3.2	3.9	5.2	7.0	8.6	9.9	12.0	14.0	15.6	17.7	19.4	20.1	21.1	21.9	21.6	21.1
(See Def. 1)	WK. 2	3.0	3.5	4.1	5.0	6.5	8.3	10.2	12.2	14.4	17.0	18.1	19.2	20.9	22.6	22.7	23.2

U.S. TV Households: 77,800,000

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 21, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)																
{ 3,030 3.9 2,330 3.0 2,410 3.1 4,980 6.4																
ABC TV KIDS ARE PEOPLE TOO II (OP) ISSUES AND ANSWERS COLLEGE FOOTBALL '80																
Soccer Bowl '80 NEW YORK VS. FL. LAUDERDALE																
W E K 1 AVERAGE AUDIENCE (Households (000) & %) { 2,570 3.3 1,870 2.4 1,870 2.4 1,790 2.3 2.2* 2.6* 2.3* 2.2* 2.2*																
SHARE OF AUDIENCE % 17 10 9 7 9* 9* 7* 6* 6*																
AVG. AUD. BY 1/4 HR. % 3.2 3.3 2.5 2.2 2.5 2.3 2.2 2.2 2.5 2.6 2.3 2.2 2.3 2.0 2.3 2.0																
E E K 1 TOTAL AUDIENCE (Households (000) & %) { 3,190 4.1 6,540 8.4 21,550 27.7																
CBS TV FACE THE NATION CBS NFL FOOTBALL PRE GAME CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)																
K 1 AVERAGE AUDIENCE (Households (000) & %) { 2,800 3.6 4,900 6.3 9,340 12.0 10.5* 12.2* 12.2* 12.4*																
SHARE OF AUDIENCE % 15 25 34 35* 36* 35* 34*																
AVG. AUD. BY 1/4 HR. % 3.5 3.7 5.4 7.2 9.6 11.5 12.3 12.1 12.0 12.4 12.7 12.2																
W E K 1 TOTAL AUDIENCE (Households (000) & %) { 3,660 4.7 5,520 7.1 24,970 32.1																
NBC TV RELIGIOUS SERIES (SUS) MEET THE PRESS NFL '80-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)																
K 1 AVERAGE AUDIENCE (Households (000) & %) { 3,030 3.9 4,200 5.4 13,620 17.5 13.2* 17.4* 18.2* 16.9*																
SHARE OF AUDIENCE % 17 22 49 44* 51* 52* 47*																
AVG. AUD. BY 1/4 HR. % 3.6 4.1 4.5 6.2 11.5 14.8 17.0 17.8 18.2 18.2 17.0 16.8																
W E K 1 AVERAGE AUDIENCE (Households (000) & %) { 3,660 4.7 2,260 2.9 1,630 2.1																
ABC TV KIDS ARE PEOPLE TOO II (OP) ANIMALS, ANIMALS (OP) ISSUES AND ANSWERS COLLEGE FOOTBALL '80																
W E K 1 AVERAGE AUDIENCE (Households (000) & %) { 2,960 3.8 1,950 2.5 2,880 3.7 1,240 1.6																
SHARE OF AUDIENCE % 16 10 13 5																
AVG. AUD. BY 1/4 HR. % 3.8 3.8 2.4 2.7 3.9 3.4 1.7 1.6																
E E K 1 TOTAL AUDIENCE (Households (000) & %) { 2,960 3.8 7,700 9.9 23,260 29.9																
CBS TV FACE THE NATION CBS NFL FOOTBALL PRE GAME CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)																
K 1 AVERAGE AUDIENCE (Households (000) & %) { 2,410 3.1 6,150 7.9 13,230 17.0 15.4* 17.9* 18.5* 16.1*																
SHARE OF AUDIENCE % 12 27 45 48* 51* 49* 41*																
AVG. AUD. BY 1/4 HR. % 3.0 3.2 7.1 8.6 14.0 16.9 17.8 18.1 19.3 17.8 16.0 16.3																
2 TOTAL AUDIENCE (Households (000) & %) { 3,190 4.1 5,060 6.5 15,950 20.5																
NBC TV MEET THE PRESS NFL '80-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:35PM)																
K 1 AVERAGE AUDIENCE (Households (000) & %) { 2,570 3.3 3,580 4.6 7,780 10.0 8.7* 11.0* 9.7* 10.3*																
SHARE OF AUDIENCE % 13 16 27 27* 31* 25* 26*																
AVG. AUD. BY 1/4 HR. % 3.2 3.3 4.2 5.1 7.8 9.6 10.8 11.1 9.8 9.6 10.3 10.2																
TV HOUSEHOLDS USING TV WK. 1 WK. 2																
(See Def. 1) 21.1 21.7 22.0 22.9 23.8 24.2 25.5 27.5 29.7 32.4 34.5 35.4 36.0 36.8 37.2 38.3																
U.S. TV Households: 77,800,000 24.1 24.1 24.2 25.3 27.4 29.1 30.2 31.0 33.2 35.0 36.6 37.0 38.9 40.2 40.3 41.3																

For explanation of symbols, See page A.

DAY SUN. SEPT. 28, 1980

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	9,730 12.5 ABC SUNDAY AFTERNOON BSBL CINCINNATI VS LOS ANGELES HOUSTON VS SAN FRANCISCO (3:00-7:07PM)												8,320 10.7 ABC SUN AFTERNOON BSBL(B) CINCINNATI VS LOS ANGELES (6:00-7:07PM)			
	AVERAGE AUDIENCE (Households (000) & %)	3,350												4,980			
	SHARE OF AUDIENCE %	4.3	4.1*		3.9*			3.6*		4.1*		4.5*		5.6*	6.4	6.3*	6.6*
	AVG. AUD. BY ¼ HR. %	11	11*		10*			9*		10*		11*		14*	14*	14*	14*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	19,840 25.5 CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)(OP)												19,840 25.5 CBS NFL FOOTBALL GAME 2 VARIOUS TEAMS AND TIMES ~ (4:00-7:15PM)			
	AVERAGE AUDIENCE (Households (000) & %)					9,180											
	SHARE OF AUDIENCE %					11.8				10.8*		11.3*		11.5*	12.5*	12.7*	
	AVG. AUD. BY ¼ HR. %	12.5	12.2	12.0	12.3	9.0	9.9	10.7	10.9	10.7	11.9	11.5	11.5	12.5	12.4	12.6	12.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,910 7.6 NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-7:15PM)(OP)												5,450 7.0 NBC NIGHTLY NEWS- SUN.(B)			
	AVERAGE AUDIENCE (Households (000) & %)					5,680											
	SHARE OF AUDIENCE %					7.3											
	AVG. AUD. BY ¼ HR. %	18.8	18.8	19.5	20.0	8.1	6.4							5.7	6.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	10,040 12.9 ABC SUNDAY AFTERNOON BSBL MONTREAL VS PHILADELPHIA CINCINNATI VS HOUSTON (3:00-6:05PM)												7,080 9.1 ABC WORLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)	4,120															
	SHARE OF AUDIENCE %	5.3	3.4*		4.6*			5.4*		6.0*		6.4*		6.0*			
	AVG. AUD. BY ¼ HR. %	13	8*		11*			13*		15*		16*		14*			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	8,170 10.5 CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES ~ (1:00-7:02PM)(OP)												8,710 11.2 CBS EVENING NEWS- DEAN			
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %	17.2	17.1	17.1	16.8												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	22,800 29.3 NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES ~ (1:00-4:35PM)(OP)												22,800 29.3 NFL FOOTBALL GAME 2-NBC VARIOUS TEAMS AND TIMES ~ (4:00-8:53PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					11,280											
	SHARE OF AUDIENCE %					14.5	11.7*			14.5*		15.4*		16.1*		15.6*	
	AVG. AUD. BY ¼ HR. %	10.1	10.3	9.9	9.3	34	29*			36*		37*		37*		33*	
TV HOUSEHOLDS USING TV		WK. 1	39.2	40.1	39.9	41.1	42.5	41.6	40.5	40.4	40.8	42.2	43.4	44.6	45.8	47.1	48.9
(See Def. 1)		WK. 2	41.5	42.3	42.7	42.5	41.7	41.7	41.9	41.1	41.4	41.6	42.2	43.7	44.7	46.3	46.9
U.S. TV Households			77,800,000														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ED CLARK FOR PRES. COMM(S)	2	8.55- 8.59PM	8.45														
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.06AM	-GRID	28,160	36.2	14,160	18.2	30			13,380	17.2	11,590	14.9	23	14.9	
	2	9.00-12.04AM	-GRID								28,400	36.5	14,000	18.0	31		
		11.00							20.2							17.2	
		11.15					19.6*	36*	19.0					16.6*	31*	16.1	
		11.30							19.2							15.4	
		11.45					17.9*	42*	16.7					14.2*	34*	12.9	
		12.00							14.3							12.1	
EVENING TUESDAY																	
ABC ED CLARK FOR PRES. COMM(S)	1	10.56-11.00PM	10.45	10,350	13.3	8,560	11.0	20	11.0								
CBS CARTER FOR PRESIDENT-TUE(S)	2	10.56-11.00PM	10.45								11,830	15.2	10,270	13.2	25	13.2	
NBC ED CLARK-PRES.-TUE(S)	2	10.55-11.00PM	10.45								13,850	17.8	11,980	15.4	29	15.4	
EVENING WEDNESDAY																	
ABC REAGAN/BUSH COMM. 1(S)	2	10.56-11.00PM	10.45								11,830	15.2	10,890	14.0	24	14.0	
ABC REAGAN/BUSH COMM. 10.56PM(S)	1	10.56-11.00PM	10.45	9,960	12.8	8,400	10.8	18	10.8								
NBC REAGAN/BUSH POLITICAL-WED(S)	2	10.55-11.00PM	10.45								14,940	19.2	13,150	16.9	29	16.9	
EVENING THURSDAY																	
CBS REAGAN FOR PRESIDENT-THU(S)	1	10.54-11.00PM	10.45	9,880	12.7	7,390	9.5	16	9.5								
EVENING FRIDAY																	
ABC CARTER/MONDALE COMM. 2(S)	2	10.56-11.00PM	10.45								9,020	11.6	7,860	10.1	20	10.1	
CBS REAGAN FOR PRESIDENT-FRI(S)	1	10.56-11.00PM	10.45	12,290	15.8	10,660	13.7	23	13.7								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	9.57- 9.59PM	9.45	13,850	17.8	13,540	17.4	32	17.4		14,700	18.9	14,700	18.9	34	18.9	
	2	9.58- 9.59PM	9.45														
ABC CARTER/MONDALE COMM. 2(S)	1	10.56-11.00PM	10.45	12,910	16.6	12,060	15.5	31	15.5		12,600	16.2	11,440	14.7	29	14.7	
ABC REAGAN/BUSH COMM. 3(S)	2	10.56-11.00PM	10.45								11,200	14.4	11,200	14.4	26	14.4	
CBS NEWSBREAK-SAT.		8.28- 8.29PM	8.15	7,620	9.8	7,620	9.8	21	9.8								
NBC NBC NEWS UPDATE-SAT.	1	9.10- 9.11PM	9.00	10,660	13.7	10,660	13.7	27	13.7		11,200	14.4	11,200	14.4	26	14.4	
	2	9.11- 9.12PM	9.00														
NBC CARTER/MONDALE POLIT.-SAT(S)	2	10.55-11.00PM	10.45								11,200	14.4	11,200	14.4	26	14.4	
NBC REAGAN POLITICAL-SAT(S)	1	10.55-11.00PM	10.45	12,140	15.6	10,970	14.1	28	14.1		11,050	14.2	9,960	12.8	26	12.8	
EVENING SUNDAY																	
ABC ABC SUN AFTERNOON BSBL(B)	1	6.00- 7.07PM	-GRID 7.00	8,320	10.7	4,980	6.4	14									
									6.4								
ABC ABC NEWSBRIEF-SUN.	2	7.58- 7.59PM	7.45								12,210	15.7	12,210	15.7	26	15.7	
	1	8.57- 8.59PM	8.45	17,350	22.3	16,800	21.6	34	21.6								
ABC ABC SUNDAY NIGHT MOVIE	1	9.00-11.27PM	-GRID 11.15	28,160	36.2	16,340	21.0	35									
							21.0*	41*	19.4								

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U.S. TV HOUSEHOLDS: 77,800,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								11,360	14.6	11,360	14.6	22	14.6	
CBS ED CLARK FOR PRESIDENT-SU(S)	1	9.45- 9.48PM	9.45	15,330	19.7	14,630	18.8	30	18.8								
CBS NEWSBREAK-SUN.	1	9.48- 9.50PM	9.45	12,760	16.4	12,450	16.0	26	16.0								
CBS PRE-DEBATE-CBS(S)	1	9.51-10.00PM	9.45	15,640	20.1	11,750	15.1	23	15.1								
CBS CARTER FOR PRESIDENT-SUN(S)	2	10.56-11.00PM	10.45								11,280	14.5	9,800	12.6	23	12.6	
NBC NFL FOOTBALL GAME 2-NBC	2	4.35- 6.53PM	+GRID								22,800	29.3	11,280	14.5	34		
	2	6.59- 7.09PM														11.5	
			7.00														
NBC CHIPS(B)	1	7.00- 7.18PM	+GRID	9,100	11.7	8,170	10.5	20									
			7.15						12.0								
NBC NBC NEWS UPDATE-SUN.	1	7.58- 7.59PM	7.45	11,360	14.6	11,360	14.6	26	14.6								
	2	8.58- 8.59PM	8.45								13,770	17.7	13,770	17.7	27	17.7	
NBC ED CLARK-PRES.(S)	1	9.55-10.00PM	9.45	14,160	18.2	11,830	15.2	25	15.2								
NBC ED CLARK-PRES.-SUN.(S)	2	10.55-11.00PM	10.45								10,970	14.1	9,880	12.7	23	12.7	
NBC DECISION '80-SUN	1	11.34-12.04AM	+GRID	2,880	3.7	2,410	3.1	10									
			12.00						2.9								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>		8.45	9,490	12.2	9,490	12.2	19	12.1	M-F	12,140	15.6	11,670	15.0	24	13.7	
			9.45						12.3	TU-TH						15.8	
ABC ABC NEWS:NIGHTLINE M-TH	>		11.30	5,760	7.4	5,130	6.6	22	7.3	M-TH	6,540	8.4	5,910	7.6	26	8.8	
			11.45						6.2	TU-TH						7.9	
			12.30						5.7	MON.						5.4	
			12.45						5.1	MON.						4.9	
			1.00													4.6	
ABC FRIDAYS		11.30-12.40AM	11.30	9,100	11.7	5,370	6.9	21	7.4	FRI.	7,240	9.3	4,200	5.4	18	5.9	
			11.45						7.1	FRI.				5.6*	16*	5.4	
			12.00						6.8	FRI.						5.4	
			12.15						6.6	FRI.						5.9	
			12.30						6.6	FRI.				5.6*	20*	5.3	
ABC CHARLIE'S ANGELS-11.30	1	11.51-12.58AM	11.45	5,450	7.0	3,500	4.5	20	4.7	THU.						4.0	
	2	11.50-12.57AM	11.45								3,810	4.9	2,410	3.1	14	3.8	
			12.00						5.0	THU.						3.4	
			12.15						4.7	THU.						3.0	
			12.30						4.2	THU.				3.2*	14*	2.9	
			12.45						4.0	THU.				2.8*	16*	2.6	
ABC LOVE BOAT-11.30	1	11.51-12.59AM	11.45	4,670	6.0	3,350	4.3	20	4.0	WED.							
	2	11.50-12.58AM	11.45								5,910	7.6	3,970	5.1	23	5.2	
			12.00						4.6	WED.						5.4	
			12.15						4.6	WED.						5.2	
			12.30						4.3	WED.						5.0	
			12.45						4.1	WED.				4.8*	27*	4.7	
ABC TUESDAY MOVIE OF THE WEEK CONT'D	1	11.50- 1.20AM	11.45	4,280	5.5	2,570	3.3	16	3.7	TUE.							
-41 U.S. TV HOUSEHOLDS: 77,800,000 FOR EXPLANATION OF SYMBOLS, SEE PAGE A. *HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)																	

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC TUESDAY MOVIE OF THE WEEK-CONT'D																	
	2	11.53- 1.26AM	11.45						3.8	TUE.	5,840	7.5	3,190	4.1	21	5.6	TUE.
			12.00						3.5	TUE.						4.7	TUE.
			12.15					3.6*	14*					4.5*	19*	4.3	TUE.
			12.30						3.2	TUE.						4.1	TUE.
			12.45					3.1*	17*					3.8*	21*	3.6	TUE.
			1.00						2.8	TUE.						3.5	TUE.
			1.15					2.8*	19*					3.3*	23*	3.2	TUE.
ABC CARTER/MONDALE COMM.1(S)	2	12.58- 1.02AM	12.45								3,420	4.4	3,270	4.2	28	4.3	WED.
			1.00													4.2	WED.
ABC POLICE WOMAN-THU.	1	12.58- 1.55AM	12.45	2,490	3.2	2,020	2.6	22	2.6	THU.							
			1.00						2.4	THU.							
			1.15						2.5*	20*							
			1.30						2.7	THU.							
			1.45						2.7*	26*							
ABC REAGAN/BUSH COMM. 2(S)	2	12.57- 1.02AM	12.45								1,790	2.3	1,630	2.1	15	2.1	THU.
			1.00													2.1	THU.
ABC REAGAN/BUSH COMM.12:59AM(5)	1	12.59- 1.03AM	12.45	2,570	3.3	2,490	3.2	22	3.3	WED.							
			1.00						3.2	WED.							
ABC POLICE WOMAN-THU.	2	1.02- 1.47AM	1.00								1,870	2.4	1,710	2.2	20	2.1	THU.

			1.15													2.2*	18*	2.2	THU.
			1.30															2.1	THU.
			1.45															2.0	THU.
ABC POLICE WOMAN-WED.	1	1.03- 1.48AM	1.00	2,570	3.3	1,950	2.5	20	2.9	WED.									
	2	1.02- 1.45AM	1.00								3,190	4.1	2,410	3.1	25	3.7	WED.		
			1.15					2.7*	21*	2.5	WED.				3.3*	25*	3.0	WED.	
			1.30							2.4	WED.						2.6	WED.	
			1.45							2.3	WED.								
CBS NEWSBREAK-M-F	1	>	8.15	9,340	12.0	9,340	12.0	19	12.0	M-F									
	2	>	8.45						12.1	MTUWF									
CBS CAMPAIGN COUNTDOWN-WED(S)	1	11.30-12.00MD	11.30	4,430	5.7	3,190	4.1	13	4.3	WED.	11,440	14.7	11,440	14.7	24	14.7	M-F		
	2	11.30-12.04AM	11.30																
			11.45						3.8	WED.	6,300	8.1	4,360	5.6	18	6.2	WED.		
			12.00													5.3	WED.		
CBS CBS NEWS SPEC. RPT-11.30P(S)	2	11.30-12.00MD	11.30								6,850	8.8	5,600	7.2	22	7.8	TUE.		
			11.45													6.6	TUE.		
CBS ED CLARK FOR PRESIDENT-TH(S)	1	11.30-11.34PM	11.30	6,150	7.9	5,520	7.1	20	7.1	THU.									
CBS LATE MOVIE I		>	11.30	5,840	7.5	3,970	5.1	19	5.5	M-F	6,150	7.9	3,810	4.9	20	7.0	M-F		
			11.45						5.5	MTUHF						6.5	MTHF		
			12.00						5.2	M-F						5.1	M-F		
			12.15					5.0*	19*							4.6	M-F		
			12.30						4.8	M-F						4.8*	20*		
			12.45					5.1*	28*							4.3	M-F		
			1.00						4.9	M-F						3.8*	20*		
			1.15						5.1	WED.						3.8	M-F		
CBS REAGAN FOR PRESIDENT-FRI(S)	2	11.30-11.34PM	11.30								8,640	11.1	7,940	10.2	29	10.2	TU & W		
CBS REAGAN FOR PRESIDENT-MON(S)	1	11.30-11.34PM	11.30	5,840	7.5	5,520	7.1	19	7.1	MON.									

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15 1.30 1.45	3,350	4.3	2,650	3.4	21	3.3 3.5 3.4 3.3 3.4	MTUTHF MTUTHF MTUTHF MTUTHF MON.		3,420	4.4	2,650	3.4	23	3.6 3.9 3.5 3.2 3.1 2.7	MTUTHF MTHF MTUTHF MTUTHF TU & F TU & F	
NBC NBC NEWS UPDATE-M-F		>	8.45 9.00 9.15	22,100	28.4	21,940	28.2	43	27.5 29.5 27.5	M-F MTUF MTUF		12,910	16.6	12,910	16.6	27	16.3 17.9	M-F TUE.	
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15	12,140	15.6	8,010	10.3	35	11.9 10.9 10.2 8.2	TU-F TU-F TU-F TU-F		9,730	12.5	6,460	8.3	29	9.4 8.9 8.2 6.6	M-F M-F M-F M-F	
NBC TONIGHT SHOW-MON(B)	1	11.30-12.50AM	11.30 11.45 12.00 12.15 12.30 12.45	9,020	11.6	4,750	6.1	22	8.2 7.1 6.3 5.4 4.2 4.2	MON. MON. MON. MON. MON. MON.									
NBC MIDNIGHT SPECIAL	1	12.50- 1.00AM 12.30- 2.00AM	(SUS) 12.30	6,380	8.2	3,660	4.7	24	5.4	FRI.		5,600	7.2	3,270	4.2	23	4.5	FRI.	
			12.45 1.00 1.15 1.30 1.45				5.4*	23*	5.4 5.3 4.5 4.0 3.5	FRI. FRI. FRI. FRI. FRI.					4.4*	20*	4.2 4.6 4.5 3.9 3.4	FRI. FRI. FRI. FRI. FRI.	
NBC TOMORROW SHOW-1		12.30- 1.00AM	12.30 12.45	4,750	6.1	4,050	5.2	29	5.7 4.7	TU-TH TU-TH		3,890	5.0	3,270	4.2	24	4.5 3.9	M-TH M-TH	
NBC TOMORROW SHOW-MON(B)	1	1.00- 1.46AM	1.00 1.15 1.30 1.45	2,880	3.7	2,260	2.9	24	3.0 2.9 2.7 2.3	MON. MON. MON. MON.									
NBC TOMORROW SHOW-2	1	1.46- 2.00AM	(SUS)	3,190	4.1	2,260	2.9	23	3.5 2.8 2.6 2.3	TU-TH TU-TH TU-TH TU-TH		2,960	3.8	2,100	2.7	23	3.2 2.8 2.6 2.5	M-TH M-TH M-TH M-TH	
		VARIOUS TIMES	(SUS)				2.5*	23*								2.5*	24*		
DAY MONDAY-FRIDAY																			
ABC CARTER/MONDALE COMM. 1(S)	1	8.56- 9.00AM	8.45	4,510	5.8	4,050	5.2	29	5.2	FRI.									
ABC REAGAN/BUSH COMM. 8:56AM(S)	1	8.56- 9.00AM	8.45	4,750	6.1	4,510	5.8	30	5.8	WED.									
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45							M-F									
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	6,460	8.3	6,220	8.0	30	8.0	M-F		6,380	8.2	6,220	8.0	30	8.0	M-F	
ABC FYI-1.56(SUS)	2	1.56- 1.57PM	1.45															M-F	
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F								M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F								M-F	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2					
				TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
DAY MONDAY-FRIDAY-CONT'D															
ABC CARTER NEWS CONF.-ABC(SUS)	1	4.00- 4.33PM	4.00						THU.						
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30							9,180	11.8	6,150	7.9	25	7.3 WED.
			4.45										7.3*	24*	7.2 WED.
			5.00												8.5 WED.
			5.15										8.5*	26*	8.5 WED.
CBS SUMMER SEMESTER(SUS)		6.30- 7.00AM	6.30						M-F						M-F
CBS SUMMER SEMESTER MWF(SUS)		6.30- 7.00AM	6.30						M-F						M-F
CBS CBS NEWS SPEC. RPT-11.16A(SUS)	2	11.16-11.19AM	11.15												TUE.
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	4,430	5.7	4,200	5.4	27	5.4 M-F	4,430	5.7	4,200	5.4	27	5.4 M-F
CBS REAGAN FOR PRESIDENT-WED(S)	2	1.54- 1.59PM	1.45							6,690	8.6	5,910	7.6	29	7.6 WED.
CBS CBS NEWS SPEC. RPT-2.01PM(SUS)	2	2.01- 2.04PM	2.00												TUE.
CBS CARTER FOR PRESIDENT-THU(S)	1	2.54- 2.59PM	2.45	5,840	7.5	5,210	6.7	26	6.7 THU.						
CBS CARTER FOR PRESIDENT-TUE(S)	1	3.53- 3.57PM	3.45	5,370	6.9	4,980	6.4	22	6.4 TUE.						
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	4,900	6.3	4,750	6.1	21	6.1 M-F	5,210	6.7	4,980	6.4	21	6.4 M-F
CBS REAGAN FOR PRESIDENT-THU(S)	2	3.53- 3.57PM	3.45							5,990	7.7	5,450	7.0	23	7.0 THU.
CBS CARTER NEWS CONF.-CBS(SUS)	1	4.00- 4.33PM	4.00						THU.						
NBC REAGAN POLITICAL-TUE.(S)	2	8.55- 9.00AM	8.45							3,970	5.1	3,350	4.3	24	4.3 TUE.
NBC NEWS UPDATE 10:58AM(SUS)		10.58-10.59AM	10.45						M-F						M-F
NBC REAGAN/BUSH POLITICAL-THU(S)	2	1.55- 2.00PM	1.45							4,120	5.3	3,660	4.7	17	4.7 THU.
NBC CARTER/MONDALE POLIT.-THU(S)	2	3.55- 4.00PM	3.45							4,200	5.4	3,190	4.1	13	4.1 THU.
NBC CARTER PRESS CONF.-NBC(SUS)	1	4.00- 4.33PM	4.00						THU.						
DAY SATURDAY															
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	3,420	4.4	3,270	4.2	26	4.2	3,580	4.6	3,270	4.2	25	4.2
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,820	6.2	4,510	5.8	25	5.8	5,370	6.9	5,060	6.5	28	6.5
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,590	5.9	4,360	5.6	26	5.6	6,920	8.9	6,540	8.4	36	8.4
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	3,970	5.1	3,730	4.8	22	4.8	5,210	6.7	4,900	6.3	25	6.3
ABC NCAA FOOTBALL PRE GAME	1	1.30- 1.47PM	-GRID	5,520	7.1	4,900	6.3	27							
			1.45						6.4						
ABC NCAA FOOTBALL GAME	1	1.47- 4.58PM	-GRID												
	2	1.45- 4.48PM	-GRID	14,240	18.3	5,990	7.7	28							
			4.45						7.4						
ABC NCAA FOOTBALL GAME FILL(SUS)	1	4.33- 4.58PM	4.30							16,030	20.6	7,240	9.3	30	9.6
ABC NCAA FOOTBALL POST GAME	1	4.58- 5.10PM	-GRID	6,070	7.8	5,910	7.6	25							
			5.00						7.6						
CBS SUMMER SEMESTER SAT(SUS)		6.30- 7.00AM	6.30												
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,650	3.4	2,410	3.1	24	3.1	3,110	4.0	3,030	3.9	29	3.9
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,050	5.2	3,970	5.1	30	5.1	5,370	6.9	4,980	6.4	35	6.4
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	6,380	8.2	6,070	7.8	39	7.8	6,380	8.2	6,220	8.0	38	8.0
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	7,240	9.3	7,080	9.1	41	9.1	6,920	8.9	6,540	8.4	37	8.5
			10.00						9.1						8.3

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SATURDAY-CONT'D																	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,760	7.4	5,520	7.1	31	7.1		4,820	6.2	4,510	5.8	25	5.8	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,900	6.3	4,750	6.1	28	6.1		5,290	6.8	5,130	6.6	27	6.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,670	6.0	4,120	5.3	24	5.3		5,130	6.6	4,750	6.1	23	6.1	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,980	6.4	4,590	5.9	26	5.9		4,900	6.3	4,670	6.0	23	6.0	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,290	6.8	5,060	6.5	28	6.5		6,070	7.8	5,760	7.4	27	7.4	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	5,520	7.1	4,820	6.2	25	6.2		5,680	7.3	5,130	6.6	24	6.6	
CBS CARTER FOR PRESIDENT-SAT(S)	1	5.54- 6.00PM	5.45	4,980	6.4	3,970	5.1	17	5.1		4,900	6.3	4,280	5.5	15	5.5	
	2	5.55- 5.59PM	5.45								2,570	3.3	2,410	3.1	26	3.1	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,650	3.4	2,650	3.4	29	3.4		2,650	3.4	2,570	3.3	20	3.3	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,030	3.9	2,880	3.7	23	3.7		3,810	4.9	3,730	4.8	23	4.8	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	3,730	4.8	3,660	4.7	24	4.7		3,890	5.0	3,810	4.9	22	4.9	
NBC ASK NBC NEWS-9:45AM		9.45- 9.47AM	9.45	3,890	5.0	3,730	4.8	23	4.8		4,430	5.7	4,200	5.4	23	5.4	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,420	4.4	3,270	4.2	18	4.2		3,970	5.1	3,810	4.9	21	4.9	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,280	5.5	4,050	5.2	23	5.2		3,190	4.1	3,110	4.0	17	4.0	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	4,360	5.6	4,280	5.5	26	5.5		4,820	6.2	4,590	5.9	23	5.9	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,500	4.5	3,270	4.2	20	4.2		3,190	4.1	3,110	4.0	15	4.0	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	2,960	3.8	2,720	3.5	16	3.5								
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.16PM	+GRID	3,580	4.6	3,270	4.2	17			4,670	6.0	3,810	4.9	17		
	2	2.00- 2.22PM	+GRID						4.5							4.8	
			2.15														
DAY SUNDAY																	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,570	3.3	2,410	3.1	15	3.1		3,030	3.9	2,880	3.7	15	3.7	
ABC SCHOOLHOUSE ROCK-11.55AM	2	11.55-11.59AM	11.45								2,180	2.8	2,020	2.6	10	2.6	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	620	.8	540	.7	8	.7		540	.7	540	.7	9	.7	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	540	.7	540	.7	6	.7		860	1.1	860	1.1	10	1.1	
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.09PM	+GRID	21,550	27.7	9,340	12.0	34									
			4.00						11.9								
CBS CBS NFL FOOTBALL POST	2	3.53- 4.00PM	3.45								11,360	14.6	9,180	11.8	29	11.8	
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.07PM	+GRID	24,970	32.1	13,620	17.5	49									
			4.00						20.2								
NBC NFL FOOTBALL POST-NBC(B)	2	3.52- 4.00PM	3.45								5,060	6.5	3,730	4.8	12	4.8	
NBC NFL FOOTBALL POST 2-NBC	2	6.53- 6.59PM	6.45								9,880	12.7	8,320	10.7	22	10.7	